



Salesforce MKT-101 Mock Exam

Shared by Vincent on 17-06-2026

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Question 1

Question Type: MultipleChoice

Northern Trail Outfitters is spending daily batch files of customer data to Marketing Cloud via file drops. When the Automation runs, the files are often empty and data points are not available for processing.

Which component of Automation Studio ensures that steps within the Automation are only executed when a certain is fulfilled?

Options:

- A- Verification Activity
- B- Skip Automation
- C- Wait Activity

Answer:

A

Question 2

Question Type: MultipleChoice

Northern trail Outfitters (NTO) is designing a journey for its platinum loyalty members. There are more than 2 million NTO loyalty but 100,000 of them qualify as Platinum. NTO stores all loyalty member information in a single data extension.

What is the optimal segmentation process that NTO should use to ensure only Platinum members receive the journey emails?

Options:

- A- Use Filter Contacts criteria in the journey entry source.
- B- Use a Decision Split activity on the journey canvas.
- C- Use Automation Studio to query a population into a data extension.

Answer:

A

Question 3

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) wants to manager subscriber preferences at the communication theme level. NTO'S subscribers are stored in data extensions.

Which Marketing Cloud feature should be used to achieve this?

Options:

- A- Publication Lists
- B- List Unsubscribes
- C- Journey Builder Sends



Answer:

A

Question 4

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) wants to use customer engagement to automatically send content to increase click rates in its holiday promotional email.

Which feature should NTO use?

Options:

- A- Enhanced Dynamic Content
- B- Einstein Content Selection
- C- Einstein Coy Insights



Answer:

B

Question 5

Question Type: MultipleChoice

An upcoming campaign at Northern Trail Outfitters (NTO) has an audience list larger than the company's daily sends. NTO's marketing team is concerned about this send affecting deliverability.

Which feature should help NTO achieve this send while keeping deliverability metrics in mind?

Options:

- A- Einstein Engagement Frequency
- B- Send Throttling
- C- Sender Authentication Package



Answer:

B

Question 6

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) sends a birthday coupon during the subscriber's birthday month. NTO wants to reward the subscriber based upon engagement with the email and provide further messages based on that interaction.

Which no-code features should be implemented to accomplish this?

Options:

- A- Journey Builder and Engagement Split
- B- Automation studio and Query Activity
- C- Salesforce CDP and Einstein Engagement Scoring



Answer:

A

Question 7

Question Type: MultipleChoice

A marketer has created an event confirmation email which is sent to all registration of their cooking-while-camping sessions. They use Connect to integrate into their CRM and want to update records directly when a recipient clicks the 'Confirm RSVP button.

Which automation solution should easily allow this action?

Options:

- A- Automation Studio
- B- Behavioral Triggers
- C- Journey Builder



Answer:

C

Question 8

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) notices that some of its unsubscribe reasons are related to Reply Mail Management (RMM). NTO does not have RMM in its account.

What contributes to these unsubscribe reasons?

Options:

- A- List-Unsubscribe header
- B- Profile Center Unsubscribe
- C- Universal Unsubscribe



Answer:

A

Question 9

Question Type: MultipleChoice

A marketing intern forgot to remove [For APPROVAL] from the subject line before sending an

email to the company's largest audience.

Which feature, if configured, should provide a warning prior to sending?

Options:

- A- Subject and Preheader Validation
- B- Content Detective
- C- SubscriberPreview and test Send

Answer:

A



Question 10

Question Type: MultipleChoice

Leadership at Northern Trail Outfitters wants to see a dashboard showing the success rate of customers that have been through a Welcome Series Journey in the last 7 days.

Where should they find this dashboard?

Options:

- A- Journey Builder - Journey History
- B- Datorama Reports - Journey Performance
- C- Reports - Journey Engagement

Answer:

B



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