



**Free Questions for MKT-101 by vceexamstest**

**Shared by Brown on 20-10-2022**

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## Question 1

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**Question Type:** MultipleChoice

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A marketer has been asked to collect consumer information using Marketing Cloud for users obtained from social channels for future mailing.

What should the marketer do to accomplish this?

### Options:

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- A-** Leverage Social Studio to capture email addresses.
- B-** Create CloudPages to collect and subscribe users,
- C-** Use Journey Builder to build an audience using Ad Studio.

### Answer:

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A

## Question 2

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**Question Type:** MultipleChoice

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Northern Trail Outfitters (NTO) sends 500,000 emails per month and shares its sending domain and IP with other customers.

Which action ensures NTO's sending reputation remains intact?

### Options:

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- A- Implement an SAP with Private Domain and a Dedicated IP.
- B- Request three Dedicated IPs to spread out the sending volume.
- C- Request a Private Domain to leverage SPF and DKIM authentication.

### Answer:

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A

## Question 3

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**Question Type:** MultipleChoice

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After sending an initial 'welcome' email, Northern Trail Outfitters needs to configure Journey Builder to continue a customer acquisition journey after a purchase is made on its website.

Which type of activity should be used?

**Options:**

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- A- Engagement Split
- B- Behavioral Trigger
- C- Wait Until Event

**Answer:**

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B

## Question 4

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**Question Type:** MultipleChoice

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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:**

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

**Answer:**

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A

## Question 5

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**Question Type:** MultipleChoice

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A customer requested Northern Trail Outfitters NOT record any clicks or opens performed by them.

What should be configured to ensure compliance with this request?

**Options:**

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- A- Exclusion Script
- B- DoNotTrack Attribute

**C-** Consent Management

**Answer:**

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B

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