



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

**Shared by Cantrell on 22-07-2024**

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## Question 1

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**Question Type:** MultipleChoice

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A global marketing team has created an email using Content Builder Approvals and shared it with multiple business units in their Enterprise. Even though the email was approved, additional changes are needed.

What is the first action that should be taken to make the edits?

### Options:

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- A- Unshare the email.
- B- Withdraw email approval.
- C- Cancel send using email.

### Answer:

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A

## Question 2

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**Question Type:** MultipleChoice

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A marketing team wants to schedule automatic delivery of pivot table data to an Amazon Web Services (AWS) S3 bucket every Monday at 6:00 a.m.

Which method meets their needs?

**Options:**

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**A-** Report Scheduling In Datorama Reports

**B-** File Transfer Activity in Automation Studio

**C-** Report Definition Activity In Automation Studio

**Answer:**

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C

## Question 3

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**Question Type: MultipleChoice**

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Northern Trail Outfitters wants to report on subscribers who did not receive emails that were included in the sending audience.

Which tool should provide a list of subscribers who didn't receive the expected emails?

**Options:**

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A- \_sent Dataview

B- 'Subscribers Not Sent To\*' report

C- Not Sent Tracking Extract

**Answer:**

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B

## Question 4

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**Question Type: MultipleChoice**

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Northern Trail Outfitters (NTO) currently uses AMPscript to create customized content for its subscribers.

Which actions should help build confidence in NTO's dynamic email capabilities?

**Options:**

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- A-** Use a Guided Send to perform a test send to Internal users using subscriber data.
- B-** Use CloudPages to duplicate the dynamic code and test it by using manual subscriber inputs.
- C-** Use Preview and Test, select a targeted subscriber, and send the email to internal team members.

**Answer:**

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B

## Question 5

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**Question Type:** MultipleChoice

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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:**

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- A-** Journey Builder - Journey History
- B-** Datorama Reports - Journey Performance

C- Reports - Journey Engagement

**Answer:**

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B

## Question 6

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**Question Type: MultipleChoice**

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Northern Trail Outfitters (NTO) wants to add automation to its email marketing. Which automation should NTO create as a good first step?

**Options:**

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- A- An automation that deletes old data extensions, emails, and reports
- B- An automation that contains several recurring emails and decisioning points
- C- An automation that Imports subscriber data regularly and updates key data extensions

**Answer:**

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C

**Explanation:**

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As a good first step, Northern Trail Outfitters should create an automation that imports subscriber data regularly and updates key data extensions. This will enable NTO to automate their email marketing and ensure that their data is always up-to-date. Additionally, this automation can be used to trigger other processes, such as sending emails or creating reports.

Reference:[https://help.salesforce.com/articleView?id=mc\\_es\\_automation\\_studio\\_overview.htm&type=5](https://help.salesforce.com/articleView?id=mc_es_automation_studio_overview.htm&type=5)

## Question 7

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**Question Type: MultipleChoice**

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Northern Trail Outfitters (NTO) stores sales representative information in a data extension. NTO wants to personalize the From Name in emails with the targeted customer's specific representative.

Which functionalities accomplish the requested configuration?

**Options:**

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- A- Delivery Profile and AMPscript Lookup
- B- Send Classification and Subscriber Attributes
- C- Sender Profile and AMPscript Lookup

**Answer:**

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B

## Question 8

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**Question Type: MultipleChoice**

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A marketer has built a journey that they want to run multiple times a day after new data is compiled. The data is NOT in an attribute group in Contact Builder.

What should the marketer do in order to accomplish this?

**Options:**

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- A- Select the Recurring schedule type for the entry source in Journey Builder.
- B- Schedule and activate Triggered Sends for the messages in the journey.



**C-** Select an automation to populate the Entry Source Data Extension.

**Answer:**

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A

## Question 9

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**Question Type: MultipleChoice**

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A marketer wants to quickly view the link performance for a specific email, including Total Clicks and Unique Clicks.

Which area of the application should provide this data?

**Options:**

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**A-** Send Performance Tab

**B-** Email Overlay View

**C-** Tracking Conversions Tab

**Answer:**

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B

## Question 10

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**Question Type:** MultipleChoice

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Northern Trail Outfitters wants to organize its assets so images can be easily searched by tags in Content Builder. However, most images have multiple tags that could be applied, which makes it more difficult to filter to a manageable number of results.

How should the number of tags selected for an asset be minimized while still providing the necessary granularity?

### Options:

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- A- Make the Customer Key more descriptive.
- B- Leverage Einstein for content tagging.
- C- Use nested tags to create hierarchies.

### Answer:

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B

# Question 11

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**Question Type:** MultipleChoice

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Northern Trail Outfitters (NTO) has expanded into 15 new countries and needs to send localized content. NTO works with an agency to provide the translations, but they lack email developer resources.

What should NTO do to create and send localized content at scale?

## Options:

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- A- Leverage templates with AMPscript.
- B- Leverage Enhanced Dynamic Content.
- C- Leverage Multilingual Content Blocks.

## Answer:

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C

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