



Free Questions for MKT-101 by certsdeals

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Question 1

Question Type: MultipleChoice

A marketer has created a primary data extension that contains all active subscribers with fields containing key demographics and subscriber attributes. Each week, there are up to 10 teams that send to segments of their subscriber base.

What should they use to ensure they have fresh data for these sends?

Options:

- A- A nightly automation with a filter activity
- B- A verification step in the send automation
- C- An approval process for sending

Answer:

A

Question 2

Question Type: MultipleChoice

The marketing team at Northern Trail Outfitters is concerned about its email deliverability rates over the last three months.

Which remediation tactic should be used to improve deliverability?

Options:

- A-** Increase the frequency of email sending to boost engagement.
- B-** Broaden segmentation criteria to reach more diverse audiences.
- C-** Scale back sending for specific ISPs until the issue subsides.

Answer:

C

Question 3

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) notices a larger than normal drop in engagement and a spike in unsubscribes after its sales team added a newsletter that is sent three times a week, in addition to the normal commercial marketing messages sent throughout the week.

Which action should be taken to reduce the number of unsubscribes and increase engagement for NTO's program?

Options:

- A- Add complementary SMS campaigns.
- B- Create more focused segmented lists for messaging.
- C- Focus on action-driven subject lines.

Answer:

A

Question 4

Question Type: MultipleChoice

The marketing team has been troubleshooting why an email was not sent to 10% of the audience within the data extension. When they review the tracking for the job ID, they see 0 subscribers were held or unsubscribed.

Which additional issues should they consider?

Options:

- A- DoNotTad preferences
- B- Bounced contacts from previous sends
- C- Suppressed contacts from contact deletion

Answer:

A

Question 5

Question Type: MultipleChoice

The data team at Northern Trail Outfitters wants to send a daily report of all subscribers emailed in the last 24 hours to their Enhanced FTP Export folder. The file should contain unique email addresses.

At a minimum, which activities should be configured in Automation Studio to meet their requirements?

Options:

- A- SQL Query, Data Extract, File Transfer
- B- SQL Query, Filter, Data Extract

C- Filter, Data Extract, File Transfer

Answer:

C

Question 6

Question Type: MultipleChoice

A marketing specialist at Northern Trail Outfitters wants to automate sending the weekly newsletter to subscribers. The audience is located in one data extension, but they also want to send to a partner seed list.

Which tool method should the specialist use?

Options:

A- Multi-Step Journey

B- User Initiated Send

C- Automation Studio Email Activity

Answer:

B

Question 7

Question Type: MultipleChoice

The marketer for Northern Trail Outfitters wants to review the tone of subject lines and the effect on engagement for recent sends.

Which tool should supply insights into the tone of subject lines?

Options:

A- Einstein Recommendations

B- Einstein Messaging Insights

C- Einstein Copy Insights

Answer:

A

Question 8

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) wants to include specific content for its most engaged customers and different content for its least engaged customers.

Which Journey Builder activity should NTO use?

Options:

A- Engagement Split

B- Frequency Split

C- Scoring Split

Answer:

C

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