Course 2024 MCC-201 Test Prep Training Practice Exam Download [Q86-Q107

Course 2024 MCC-201 Test Prep Training Practice Exam Download MCC-201 Exam Info and Free Practice Test Professional Quiz Study Materials

Salesforce MCC-201 (Marketing Cloud Connect Essentials) Certification Exam is a valuable credential for professionals who want to demonstrate their expertise in integrating Salesforce Marketing Cloud with Salesforce CRM. Marketing Cloud Connect Essentials certification validates the skills and knowledge required to configure and manage Marketing Cloud Connect, an advanced integration tool that enables seamless communication between the two platforms. MCC-201 exam is designed to test the candidates' understanding of key concepts, best practices, and practical applications of Marketing Cloud Connect.

QUESTION 86

Northern Trail Outfitters recently upgraded their preference center to allow customers to indicate which products they are interested in and to have the ability to opt up and down in send volume. They would like to configure the Delivery Options in a Journey Builder Email Activity to take these new data points into account.

Which two options could allow them to meet the requirement?

Choose 2 answers
* Suppression List
* Publication List
* Auto-Suppression List
* Domain Exclusion

Publication List and Auto-Suppression List can be used to control what content is available to certain users and business units based on their preferences and send volume. A Publication List allows subscribers to opt in or out of different types of communications, while an Auto-Suppression List automatically excludes subscribers from receiving certain messages based on criteria such as frequency or content category. Reference: https://help.salesforce.com/articleView?id=sf.mc_es_publication_lists.htm&type=5 https://help.salesforce.com/articleView?id=sf.mc_es_auto_suppression_lists.htm&type=5

QUESTION 87

Northern Trail (NTO), a longtime Marketing Cloud customer, has decided to adopt Journey Build to help with the execution of their marketing programs. NTO does not want to duplicate efforts within the platform and has asked if they could be using Automation Studio entirely.

Which three tasks would a consultant suggest for using Documentary Builder instead of Automation Studio?

Choose 3 Answers
* Building simple segmented campaigns without SQL queries
* Designing decision logic via an … user interface.
* Setting behavior-based goals
* Processing zipped encrypt

ed files containing subscriber data
* Creating customer segments from multiple data extensions

Three tasks that a consultant would suggest for using Journey Builder instead of Automation Studio are:

Building simple segmented campaigns without SQL queries. Journey Builder allows marketers to create simple segmented campaigns using filters and rules without writing SQL queries. Automation Studio requires SQL queries for creating complex segments using data extensions.

Designing decision logic via an intuitive user interface. Journey Builder allows marketers to design decision logic using activities such as decision splits, engagement splits, or random splits via an intuitive user interface. Automation Studio requires scripting or coding for creating decision logic using activities such as script activities or verification activities.

Setting behavior-based goals. Journey Builder allows marketers to set behavior-based goals using criteria such as email opens, clicks, conversions, or custom events. Automation Studio does not have a feature for setting behavior-based goals.

Processing zipped encrypted files containing subscriber data is a task that a consultant would suggest for using Automation Studio instead of Journey Builder, as Automation Studio has activities such as file transfer activities or import file activities that can handle zipped encrypted files. Creating customer segments from multiple data extensions is a task that a consultant would suggest for using Automation Studio instead of Journey Builder, as Automation Studio has activities such as query activities or filter activities that can create customer segments from multiple data extensions. Reference:
https://help.salesforce.com/s/articleView?id=sf.mc_jb_journey_builder.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_as_automation_studio.htm&type=5

QUESTION 88

A customer indicates their point-of-sale system can be configured to upload a file every fifteen minutes. The filename is not consistent for each upload. Their consultant recommends they use a File Drop Automation.

Which two considerations should be made?

Choose 2 answers
* They may utilize an external FTP site.
* The directory Is unable to be used by another File Drop Automation.
* The directory used by the file trigger should be inside the import directory.
* The directory cannot contain more than five file triggers.

QUESTION 89

Northern Trail Outfitters (NTO) send emails from Content Builder and Journey Builder. When subscribers reply to an email, NTO would like to send an auto-reply message using a pre-defined HTML email that explains email replies are unmonitored and they should call NTO for any inquiries.

How could these auto-reply messages be enabled?
* From the Reply Mail Management settings page, choose the ‘Create Custom Response’ option under ‘Automated Response Email for Remaining Replies’ section and select the HTML email from the ‘define email’ link.
* Create a Triggered Send and on the Reply Mail Management settings page, choose the ‘Create Custom Response’ option under ‘Automated Response Email for Remaining Replies’ section, then select the Triggered Send email.
* Create a Triggered Send and from a Sender Profile properties page, enable ‘Custom Reply Mail Management Settings’, ‘Use Auto Reply’ and ‘Reply using triggered send’ options, then select the Triggered Send email.
* Open Admin > Account Setting page in Email Studio and in the ‘Auto Reply Email’ section, select ‘Custom’ and paste the HTML email code into the text area field.

QUESTION 90

Northern Trail Outfitters (NTO) imports a file daily into Marketing Cloud of customers who have bought a tent from their website that day. They want to set up a month-long welcome Journey which sends emails specific to the purchase such as the type of tent, the available accessories for the tent, and care of the tent at different points throughout the Journey. NTO also recognizes that due to their competitive prices, they have had customers purchase more than one tent within a month.

What type of data should be used in the Decision Splits in their Journey to make sure the choices reflect the correct tent?
* Journey Data
* Entry Data
* Contact Data
* Salesforce Data

QUESTION 91

Northern Trail Outfitters noticed that clicks are NOT showing up on Contact records in Salesforce.

Which two reasons could be the cause?

Choose 2 answers

* Synchronized Data Sources only push data every 15 minutes
* ContactID was used as Subscriber Key
* Email Address was used as Subscriber Key
* Individual Level Tracking was not selected in Marketing Cloud Configuration

QUESTION 92

A customer wants to send an email confirming opt-in when someone signs up for their emails via a form on their website. The email should arrive within a few minutes of completing the form, and all of the form data needs to be stored in Marketing Cloud to personalize the outgoing email. The customer has access to a developer for working with APIs, but they want to be able to change the email creative without involving the developer.

What should a consultant recommend?
* Use the WSProxy via SSJS to deploy the email after capturing form data.
* Use a SQL Query activity in Automation Studio to run hourly and deploy emails.
* Use a Send Email activity in Automation Studio to run hourly and deploy emails.
* Use a Triggered Send Data Extension to capture form data and deploy the email.

QUESTION 93

Northern Trail Outfitters is setting up new hires on its instance of Marketing Cloud, which includes Email Studio, Mobile Connect, and Social Studio. One of the hires needs to manage the operations of all of the North American Business Units.

What two roles, custom or standard, could be assigned to this user to meet the requirement?

Choose 2 answers
* Marketing Cloud Channel Manager
* Marketing Cloud Email Marketing Manager
* Marketing Cloud Regional or Local Administrator
* Marketing Cloud Administrator

QUESTION 94

Northern Trail Outfitters wants to import their Sales Cloud data into Marketing Cloud to leverage it within Journey Builder. They have approximately 10 million customers and the data needs to be available with a delay of no more than 30 minutes. Only customers where the consent checkbox is selected in Sales Cloud should be imported, which represents approximately half of their customer database What should they implement?
* All Subscribers, since these are synchronized in real time
* Import from Salesforce Report in Automation Studio
* Event Data from the Entry Event in Journey Builder
* Synchronized Data Extensions with a filter

QUESTION 95

Northern Trail Outfitters maintains their primary customer identity in their ERP system but managers their customer service via Service Cloud. Customer data is updated in real-time based on changes in the ERP, and the ERP customer ID serves as the Customer Key. They want to leverage Synchronized Data Extensions to import data about cases from Service Cloud every 15 minutes.

What consideration should be made before implementing this solution?
* Moving to use the email address as the contact key would simplify the integration since it is common to both systems.

* Marketing Cloud will deduplicate customers based on their email address, meaning some customers may be overwritten or not receive email.
* The number of contacts added to the instance will be approximately twice as large by using this integration pattern.
* They will have to migrate to use Service Cloud IDs, such as the Contact ID, as the contact key instead of ERP IDs.

QUESTION 96

Northern Trail Outfitters is expanding its marketing efforts globally. Each country's marketing department has its own business unit and is responsible for the creation and execution of all the marketing campaigns. The Marketing Cloud Administrator is having trouble keeping up with the consultant influx of new users and would like to speed up the turnaround of granting new users access to Marketing Cloud.

In which two ways could this be accomplished? Choose 2 answers
* Assign Administration User permissions to the Channel Manager role.
* Assign Channel Managers the role of Marketing Cloud Analyst.
* Assign Administration User permissions to each business unit.
* Assign Administration User permissions to individual users.

QUESTION 97

A customer with limited technical resources has assistance in setting up a small email deployment that the customer will maintain long term. The email will display men's shoes to males in the audience and women's shoes to females in the audience. The sendable data extension contains a field with a value of Male or Female.

Which method should a consultant recommend to ensure content is displayed properly within the email?
* AMPscript LookupRows function
* A/B Test Content type
* AMPscript conditional against the Gender field
* Dynamic Content Block

QUESTION 98

A retail company's database of record resides at a 3rd-party company that also keeps track of purchase history. That database only updates once a day where new records can be created and merged. The database uses an "Email ID," which is a numeric field that represents both the business unit and email address. The company now wants to be able to send real-time Welcome emails to people (newly registered website users) who provide their email address in exchange for getting 10% off their first order, and ensure this send is connected to "Email ID" in the database.

What key issue should be addressed? Choose 3 answers
* How will Marketing Cloud and the database sync up?
* Will new users have an "Email ID"?
* What will be used as the Subscriber Key?
* What publication lists will be used?
* Will the company need a custom preference center?

QUESTION 99

Northern Trail Outfitters is expanding globally into 16 new countries and wants to start localizing their email content to speak to subscribers in their own language. They want to do this as efficiently as possible and are anticipating growth into other locales in the near future.

Which two options could be recommended? (Choose 2 answers)

* Leverage Content Builder to create email templates for each language and populate the templates via the UI.
* Leverage enhanced dynamic content blocks within Content Builder to create language-specific emails.
* Leverage personalization strings within the email template to pull in language-specific content.
* Leverage AMPscript within an email template to lookup subscriber language and personalize the email based on the value.

QUESTION 100

What is a correct statement about a database of record? Choose 2 answers

* A database of record is a centralized storage repository of data about objects or people.
* A database of record is any database containing subscriber data.
* A database of record is a data structure in which multiple opt-in statuses can be stored for a subscriber.
* A database of record is a system in which a subscriber’s status is maintained

QUESTION 101

A publishing company presented the following: A need to send renewal reminders to customers whose subscribers expire in 7 days and 15 days. A campaign needs to created and managed by a general marketing user who will not have administrative rights and who is not technical. The customer’s expiration data is included in the data filter.

Which three components should the customer’s solution include?

* Data Filter
* Template Based emails
* Suppression List
* Automation Studio
* Triggered Send

QUESTION 102

Northern Trail Outfitters (NTO) is using Einstein Content Selection to populate its emails with personalized product images at send time. Tnese emails typically see high engagement, but because of the frequency of these emails, a customer could see the same image asset several times within a 2-week span.

How should NTO marketers ensure there’s a limit to the number of timet a particular image asset can be chosen for a customer?

* Ask the content team to create more images in order to diversify the asset pool.
* Set a Fallback Asset.
* Utilize Einstein Engagement Frequency to send the emails less often.
* Set Fatigue Rules for the product Asset Classes.

The best option for NTO marketers to ensure there is a limit to the number of times a particular image asset can be chosen for a customer is to set Fatigue Rules for the product Asset Classes. Fatigue rules allow you to specify the maximum number of times an asset can be chosen for a customer in a given time period. This ensures that customers do not receive the same asset too often, and that the asset pool is diversified. For more information on setting fatigue rules, please see the documentation here: https://help.salesforce.com/articleView?id=mc_es_dynamic_content_fatigue_rules.htm&type=5.

QUESTION 103

Northern Trail Outfitters (NTO) wants to use Case data from Service Cloud as part of their current email messaging campaign. They want to import cases that indicate the customer wants someone to contact them after the case is closed. NTO tracks cases with a

checkbox field called “Contact Me”.
* Create data extensions in Marketing Cloud and import the data from Service Cloud using Journey Builder.
* Use Salesforce Data Extensions and Filter Activities in Automation Studio to import and filter the data.
* Use Synchronized Data Extensions on the Case Object with a Boolean filter on the Contact Me field.
* Create Reports in Salesforce filtered by Contact Me equal to True and import using the Import word.

To use Case data from Service Cloud as part of their current email messaging campaign, Northern Trail Outfitters should use Synchronized Data Extensions on the Case Object with a Boolean filter on the Contact Me field. Synchronized Data Extensions are data extensions that allow marketers to sync data from Sales Cloud or Service Cloud objects into Marketing Cloud using filters and schedules. Using Synchronized Data Extensions on the Case Object with a Boolean filter on the Contact Me field will allow Northern Trail Outfitters to import cases that indicate the customer wants someone to contact them after the case is closed. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_co_synchronized_data_sources.htm&type=5

QUESTION 104

Northern Trail Outfitters is looking to personalize their SMS Messages.

Which data source is supported to personalize messages?
* Population in Contact Builder
* MobileConnect Demographics
* Data Designer Attribute Group
* Profile Attributes.

MobileConnect Demographics is a data source that is supported to personalize SMS messages. MobileConnect Demographics is a system-generated attribute group that contains information about mobile subscribers, such as phone number, locale, status, keyword, and source. This information can be used to insert personalization strings or AMPscript variables into SMS messages. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_moc_mobileconnect_demographics.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_moc_personalize_an_sms_message.htm&type=5

QUESTION 105

A retail company does business in both the United States and Canad

a. They also have a loyalty program in which a customer can enroll. The company will provide a pre-segmented customer file, per campaign, which has a “Version” data field indicating the type of email the customer is to receive.

What question should be asked to determine a data/segmentation strategy?

Choose 2 answers
* Will customers be able to sign up for the loyalty program at the store?
* Is the purpose of these emails for acquisition or retention or transactional?
* Will multiple languages be used, with a “From Name” lookup table needed?
* Will version values/meanings change, precluding reusable AMPscript?

QUESTION 106

How are Publication Lists used?
* To allow subscribers to opt-down/out instead of unsubscribing from all
* To built dynamic content rules by subscriber type
* To manage subscribers in guided and triggered email sends
* To send communication to all subscribers, regardless of opt-in status

QUESTION 107

After implement Marketing Cloud Connect, the customer notices tracking details from Email Studio initiated sends are not being sent back to Sales Cloud.

Which configuration in Marketing Cloud should the customer verify?
* Report is saved Standard Salesforce folder.
* Required profile attributes are property mapped.
* Sendable data extension is saved in the Salesforce Data Extension folder.
* Email Address column is included in the report used for sending

To troubleshoot why tracking details from Email Studio initiated sends are not being sent back to Sales Cloud, Northern Trail Outfitters should verify that required profile attributes are properly mapped. Required profile attributes are attributes that are needed for Marketing Cloud Connect to function properly and sync data between Marketing Cloud and Sales Cloud. These attributes include Email Address, Subscriber Key, First Name, Last Name, and Full Name. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_co_troubleshoot_marketing_cloud_connect_configuration_issues.htm&type=5

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