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Salesforce MCC-201 (Marketing Cloud Connect Essentials) Exam is a certification program offered by Salesforce designed to test a candidate's knowledge and expertise in using the Marketing Cloud Connect platform. Marketing Cloud Connect Essentials certification is ideal for professionals who are looking to enhance their marketing skills and take their career to the next level.

Salesforce MCC-201 exam is an excellent way to take your Salesforce Marketing Cloud career to the next level. Passing this certification exam is a testimony of your expertise in Marketing Cloud Connect and showcases your commitment to delivering the best possible results for your organization. So, if you're a Marketing Cloud professional, go ahead and give yourself the opportunity to advance quickly in your career with Salesforce Marketing Cloud Connect Essentials certification.

Salesforce Marketing Cloud Connect Essentials Sample Questions (Q64-Q69):

NEW QUESTION # 64

Northern Trail Outfitters wants its emails to be redirected to Marketing Cloud server* for processing. Which configuration setting should the consultant recommend?

- A. Private Domains
- **B. Sender Authentication Package**
- C. Reply Mail Management
- D. Custom Delivery Profiles

Answer: B

Explanation:

This setting allows the consultant to verify the sender's identity and configure the incoming email settings. Reference: https://help.salesforce.com/articleView?id=mc_es_sap_overview.htm&type=5

NEW QUESTION # 65

A customer wants to set up a real-time, API-driven way to be alerted when transactional messages fail to send out of Marketing Cloud. They are currently in the process of hiring a full-time developer but want an implementation in place for the developer to maintain.

What should the customer have in place to ensure this solution can be implemented?

- A. An Interaction Studio instance to ingest their data
- B. A Datorama instance to ingest their data
- **C. An external system to receive and confirm callback and subscriptions**
- D. A Transactional Journey with the Not Sent Notification activity included

Answer: C

Explanation:

To set up a real-time, API-driven way to be alerted when transactional messages fail to send out of Marketing Cloud, Northern Trail Outfitters should have an external system to receive and confirm callback and subscriptions. Callbacks are notifications that Marketing Cloud sends to an external system when certain events occur, such as message failures or bounces. Subscriptions are requests that specify which events and messages an external system wants to receive callbacks for. Reference: <https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-apis.meta/mc-apis/transactional-messaging-api.htm>

NEW QUESTION # 66

Northern Trail Outfitters injects customers into journey B based upon email engagement in journey A. Which method would facilitate this solution?

- A. In Automation Studio, query activity engagement on Journey System data view for email send to journey A; Use result data extension for journey B Subjects.
- B. In Automation Studio, use verification activity to verify engagement on email in journey A' Query engagement data extension for journey B Subjects.
- C. In journey A, engagement split after email send. In Automation studio, query JourneyActivity data new for the Engagement split result Boolean field, Use result Data
- **D. In journey A engagement split followed by Contact Activity to Boolean on an engagement data extension; Query engagement data extension injections.**

Answer: D

Explanation:

To inject customers into journey B based on email engagement in journey A, Northern Trail Outfitters should use an engagement split followed by a contact activity in journey A. The engagement split can evaluate if customers opened or clicked the email in journey A. The contact activity can update a boolean field on an engagement data extension that indicates if customers are eligible for journey B. Then, an automation can run a query activity to select the customers who have the boolean field set to true and inject them into journey B. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_jb_engagement_split.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_jb_contact_activity.htm&type=5

NEW QUESTION # 67

Northern Trail Outfitters (NTO) has been storing web behavior to a data extension for several years. They have indicated with several hundred millions of rows there has been an impact on performance. NTO indicates they only need to store data from the previous twelve months which will not exceed eighty million rows.

Which two methods would allow them to utilize a Retention Policy? (Choose 2 answers)

- A. Clear data from the current data extension completely, then reconfigure a Retention Period via Email Studio.
- **B. Reconfigure the current data extension as-is with a Retention Period via Contact Builder.**
- **C. Delete data from the data extension prior to twelve months ago, then configure a Retention Period via Contact Builder.**
- D. Replace the current data extension with a new data extension configured with a Retention Period.

Answer: B,C

NEW QUESTION # 68

Northern Trail Outfitters wants to use Marketing Cloud to send notifications to customers when their orders are ready for in-store pickup. The notifications can be either SMS or email depending on their communications preference.

How should the consultant set this up?

- A. Journey Builder multi-step journey with an API entry event and a decision split.
- **B. Journey Builder Transactional Send Journey.**
- C. Automation with a Send SMS and Send Email activity in separate consecutive steps.
- D. Create an Outbound Message in MobileConnect with AMPscript in body to trigger an email confirmation as a fallback.

Answer: B

NEW QUESTION # 69

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