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The Marketing Cloud Connect Essentials certification exam consists of 60 multiple-choice questions that need to be completed within 90 minutes. MCC-201 exam covers various topics such as Salesforce Marketing Cloud Connect setup, data synchronization, automation, and troubleshooting. Candidates will need to demonstrate their understanding of the different Marketing Cloud Connect features and how they can be leveraged to optimize marketing campaigns. Upon passing the exam, candidates will receive the Salesforce Certified Marketing Cloud Connect Essentials badge, which is a valuable asset for professionals looking to advance their careers in digital marketing.

Salesforce MCC-201 Certification Exam consists of 60 multiple-choice questions that need to be completed within 90 minutes. MCC-201 exam is available in English and costs $200. To pass the exam, candidates must score at least 68% or 41 correct answers out of 60.

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To be successful in the MCC-201 Exam, you will need to have a good understanding of the Marketing Cloud platform, its features and capabilities, and how to use it to create effective marketing campaigns. You will also need to be familiar with the various data sources that can be used with Marketing Cloud Connect, such as Salesforce CRM, Social Studio, and Google Analytics. Additionally, you will need to understand how to use Marketing Cloud Connect to create personalized, targeted campaigns that will resonate with your target audience.

Salesforce Marketing Cloud Connect Essentials Sample Questions (Q81-

Q86):

NEW QUESTION # 81
An analytics team wants to get hourly updates on email metrics (send, open, click) to provide timely next best actions to the sales team.
What method should the team use?

- A. Send Logs
- B. Data views
- C. Scheduled Reports
- D. Tracking Extracts

Answer: C

NEW QUESTION # 82
Northern Trail Outfitters wants to import new contacts gathered from an external web form. The entries are being collected at high frequency, potentially thousands per minutes. The data does not need to be immediately ingested into Marketing Cloud as it is used in a daily scheduled automation.
What Should be recommended?

- A. Create this as a Journey Data Source via Journey Builder.
- B. Recreate this external web form inside Marketing Cloud.
- C. Perform a daily bulk export to SFTP for import via Automation.
- D. Push each new record into Marketing Cloud vis Platform Event API on form submit.

Answer: C

NEW QUESTION # 83
A data team wants to automate that sync of subscribers' Unsubscribes and status from their enterprise account to their external CRM In one consolidated file. They need to find subscribers In their Marketing Cloud account and their unsubscribe data for child business units.
Which two data views would they use to achieve this?
Choose 2 answers

- A. _Subscribers
- B. _Complaint
- C. _BusinessUnitUnsubscribes
- D. _Unsubscribe

Answer: A,C

Explanation:
The _Subscribers data view contains information about each subscriber in an account, such as subscriber key, email address, status, and business unit ID. The _BusinessUnitUnsubscribes data view contains information about each unsubscribe event for each subscriber in a business unit, such as subscriber key, business unit ID, and unsubscribe date. By using these two data views, the data team can find subscribers in their Marketing Cloud account and their unsubscribe data for child business units. Reference: https://help.salesforce.com/articleView?id=sf.mc_as_data_view_subscribers.htm&type=5 https://help.salesforce.com/articleView?id=sf.mc_as_data_view_businessunitunsubscribes.htm&type=5

NEW QUESTION # 84
Northern Trail Outfitters has configured Reply Mall Management to handle manual unsubscribe requests. However, they have received complaints from customers who are still getting marketing emails despite having sent multiple unsubscribe replies including phrases like "take me off your list" or "opt out".
How could this behavior be corrected'

- A. Ensure the two phrases are added the "Filtered Keywords" data extension
- B. Ensure the two phrases are added to a filtered keyword list

- C. Ensure the DNS Record Redirect is correctly configured
- D. Ensure "Common Misspellings" Is selected as one of the Reply Filters

Answer: D

NEW QUESTION # 85
A B2B customer has customized journeys they want to use for several key accounts they are trying to sell into.
How could Marketing Cloud Connect be used to initiate these sends when contacts for select accounts are created?

- A. Salesforce Data Entry Source on the Contact Object
- B. Salesforce Data Entry Source on the Account Object
- C. Salesforce Campaign Entry Source on the Lead Object
- D. Welcome Email Configuration on the Account Object

Answer: A

Explanation:
To initiate sends when contacts for select accounts are created, Northern Trail Outfitters should use a Salesforce Data Entry Source on the Contact Object. A Salesforce Data Entry Source is a feature that allows marketers to inject contacts into a journey based on changes or events in Sales Cloud objects, such as contacts or accounts. Using a Salesforce Data Entry Source on the Contact Object will allow Northern Trail Outfitters to trigger sends when a contact record is created for a specific account. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_jb_salesforce_data_event.htm&type=5

NEW QUESTION # 86
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