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Salesforce MCC-201 Questions - Latest Preparation Material (2026)

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Salesforce MCC-201 exam is a 60-minute test consisting of 40 multiple-choice questions. MCC-201 exam is conducted online and is available in English. The minimum passing score for the exam is 65%, and candidates can retake the exam after 24 hours if they fail to pass it on the first attempt.

Salesforce MCC-201 Marketing Cloud Connect Essentials Certification Exam is designed for professionals who want to validate their skills and knowledge in integrating and managing the Marketing Cloud with Salesforce. MCC-201 exam is ideal for individuals who work as marketing managers, sales representatives, or system administrators. It covers a wide range of topics, including data synchronization, contact and lead management, campaign management, and reporting.

Salesforce MCC-201 (Marketing Cloud Connect Essentials) exam is designed for professionals who want to validate their knowledge and skills in leveraging the power of Salesforce Marketing Cloud Connect to integrate data and automate marketing campaigns across multiple channels. MCC-201 exam measures the candidate's proficiency in understanding the basics of Marketing Cloud Connect, configuring it, and using it to streamline marketing workflows and improve customer engagement.

Salesforce Marketing Cloud Connect Essentials Sample Questions (Q149-Q154):

NEW QUESTION # 149

Northern Trail Outfitters wants to capture dietary preferences for Contacts who have registered for an upcoming launch event. They have created a data extension of Contacts who have registered for the event and will send them an SMS message from MobileConnect asking them to reply with their dietary preference. When Contact reply to SMS message, the response message will be inserted into a data extension using AMPscript.

Which two MobileConnect templates should be used to send the SMS message and capture the responses?

- A. Outbound
- B. Text Response
- C. Info Capture
- D. Data Capture

Answer: A,B

NEW QUESTION # 150

Northern Trail Outfitters is looking to personalize their SMS Messages.

Which data source is supported to personalize messages?

- A. MobileConnect Demographics
- B. Population in Contact Builder
- C. Data Designer Attribute Group
- D. Profile Attributes.

Answer: A

NEW QUESTION # 151

Northern Trail Outfitters has a file that drops intermittently to their SFTP account. Once this file drops, they want to be able to have it immediately imported and then segmented to enter a specific journey depending on the data inside the file.

Which two options would meet these requirements?

Choose 2 answers

- A. SQL Query
- B. Decision Split
- C. File Drop Automation
- D. Scheduled Automation

Answer: A,C

Explanation:

A File Drop Automation can be used to trigger an automation when a file is uploaded to the Marketing Cloud FTP. A SQL Query can be used to segment the audience based on the data inside the file and populate a data extension for each segment. The data extensions can then be used as entry sources for different journeys. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_as_define_a_triggered_automation.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_as_query_activity.htm&type=5

NEW QUESTION # 152

Northern Trail Outfitters wants to encourage customers who made a purchase on their website without leaving a review to come back and review their purchase. They want to use Journey Builder to automatically inject contacts who meet these criteria into a Journey.

What product should be recommended?

- A. Data Studio
- B. Google Analytics 360
- C. Web Analytics Connector
- D. Audience Studio

Answer: A

NEW QUESTION # 153

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?

- A. Salesforce Data
- B. Entry Data
- C. Journey Data
- D. Contact Data

Answer: C

NEW QUESTION # 154

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