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Salesforce MCC-201 (Marketing Cloud Connect Essentials) Certification Exam is a valuable asset for professionals seeking a career in the marketing cloud industry. Marketing Cloud Connect Essentials certification validates the candidate's knowledge and skills in Marketing Cloud Connect, including synchronization, integration, and data management. Earning this certification can lead to career advancement opportunities and provides professionals with the skills and knowledge needed to help their organizations achieve marketing automation success.

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Salesforce MCC-201 Certification Exam covers a range of topics related to Marketing Cloud Connect, such as the basics of Marketing Cloud Connect, how to set up and configure Marketing Cloud Connect, how to integrate with Salesforce CRM, and how to use Marketing Cloud Connect to synchronize data between Salesforce CRM and Marketing Cloud. MCC-201 exam also covers topics related to the overall Salesforce Marketing Cloud, such as email marketing, mobile marketing, social media marketing, and more.

Salesforce MCC-201 (Marketing Cloud Connect Essentials) Exam is a certification program designed for professionals who want to demonstrate their knowledge and expertise in the marketing cloud connect essentials of Salesforce. MCC-201 exam is meant for individuals who want to enhance their skills and knowledge of the Salesforce Marketing Cloud Connect, which enables businesses to connect and integrate their Salesforce CRM data with the Marketing Cloud.

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Salesforce MCC-201 (Marketing Cloud Connect Essentials) exam is designed to test your knowledge of Marketing Cloud Connect, which is an integration tool that connects Salesforce Sales and Service Cloud with Marketing Cloud. MCC-201 exam is meant for professionals who want to gain expertise in using Marketing Cloud Connect to synchronize data, personalize customer experiences, and automate marketing campaigns across different Salesforce platforms. MCC-201 Exam consists of 60 multiple-choice questions and lasts for 90 minutes.

Salesforce Marketing Cloud Connect Essentials Sample Questions (Q54-Q59):

NEW QUESTION # 54

A customer will provide a single daily file on the Marketing Cloud SFTP at 3 a.m. and needs an alert if the file is NOT present on time. The file needs to be:

*Imported into a staging data extension.

*Separated into two different data extensions.

Which automation should meet these requirements?

- **A. File Drop Starting Source: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2**
- B. File Drop Starting Source: File Transfer Activity > Import File Activity > Filter Activity > SQL Query Activity 1
- C. Scheduled Starting Source: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- D. Scheduled Starting Source: Data Extract > Import File Activity > SQL Query Activity 1 > SQL Query Activity 2

Answer: A

NEW QUESTION # 55

A customer wants to configure appointment reminders for patients in their clinic. The reminder should be sent day before the appointment date at 10 a.m and the appointment record should be updated in the patient was sent a reminder email. What solution could be recommended?

- A. Create a daily scheduled automation to refresh the audience, and use Automation Studio activities to send a reminder with AMPscript in the message to update the record in Synchronized Data Extension.
- B. Create a daily scheduled automation to refresh the audience, and use Data Extension entry source for a journey with activates a reminder and updates the record in CRM.
- **C. Create a journey with CRM date based entry source, and use journey Builder activates to send a reminder and update the record in CRM.**
- D. Create a journey with CRM data source triggered on the reminder data and use Journey Builder activities to send a reminder and update the record in Synchronized Data Extension.

Answer: C

Explanation:

A journey with CRM date based entry source can be used to trigger emails based on a date field in the CRM object, such as the reminder date. The journey can also use the Update Contact activity to update the record in CRM after sending the reminder email.

Reference: https://help.salesforce.com/articleView?id=sf.mc_jb_date_based_events.htm&type=5

https://help.salesforce.com/articleView?id=sf.mc_jb_update_contact.htm&type=5

NEW QUESTION # 56

An entertainment customer has added a new business unit for one of its record labels. It has also purchased a Sender Authentication Package (SAP) and owns the branded domain.

What is necessary to complete SAP setup?

- **A. Configure custom Reply Mail Management for the business unit's subdomain.**

- B. Route the domain through an IP address unique to the business unit.
- C. Configure link wrapping to redirect to the business unit's subdomain.
- D. Delegate a specific subdomain to the Marketing Cloud name servers.

Answer: A

NEW QUESTION # 57

Northern Trail Outfitters (NTO) wants to find ways to better drive return on investment and growth via their marketing sends. They plan to centralize their analytics data to allow for a more efficient analysis of this data across all of their campaigns. NTO currently has Marketing Cloud, Sales Cloud, and a third-party warehouse service.

What product would help their use case?

- A. Web Analytics Connector
- B. Interaction Studio
- C. Report Studio
- D. Datorama

Answer: C

NEW QUESTION # 58

Northern Trail Outfitters (NTO) wants to implement an abandon cart journey. The data for the journey exists in three separate data extensions (DE).

- * The first DE is populated by web analytics data, and does not contain a Subscriber Key or Email Address value.
- * A Customer Reference DE is updated daily and holds subscriber information.
- * The third DE is populated by a file sent to the SFTP after five days If the customer has not purchased the abandoned items.
- * The third DE will be used in the journey for a decision split, and it does not contain a Subscriber Key or Email Address.
- * If the web analytics file is empty, NTO does not want the automation to finish running.

Which order of activities should be used to fulfill this requirement?

- A. Scheduled Automation > Import File Activity > Data Extension Entry > Query Activity for file one > Query Activity for file two
- B. File Drop Automation > Verification Activity > Query Activity for file one > Data Extension Entry > Query Activity for file two
- C. Scheduled Automation > Import File Activity > Verification Activity > Data Extension Entry > Query Activity for file one > Query Activity for file two
- D. File Drop Automation > Import File Activity > Verification Activity > Query Activity for file one > Query Activity for file two > Data Extension Entry

Answer: D

Explanation:

A File Drop Automation with a Verification Activity can be used to fulfill the requirement of sending an email to all contacts who have signed up for its newsletter, but have not joined its loyalty program. A File Drop Automation can be used to trigger an automation when a file is uploaded to the Marketing Cloud FTP. A Verification Activity can be used to check the number of records in the file and stop the automation if the file is empty. 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_verification_activity.htm&type=5

id=sf.mc_as_define_a_triggered_automation.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_as_verification_activity.htm&type=5

NEW QUESTION # 59

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