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The MCC-201 Exam is designed for those who want to become proficient in Marketing Cloud Connect Essentials. MCC-201 exam will test your understanding of the various features of Marketing Cloud Connect and how to use them to create effective marketing campaigns. MCC-201 Exam is aimed at marketers, campaign managers, and marketing automation specialists who want to advance their careers and gain a competitive edge in the job market.

**>> MCC-201 Review Guide <<**

## Trustable MCC-201 Review Guide to Obtain Salesforce Certification

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## Salesforce Marketing Cloud Connect Essentials Sample Questions (Q108-Q113):

**NEW QUESTION # 108**
A customer wants to display a subscriber's first name and the date of send in its monthly newsletter, subscriber first name data is

stored in data extension that won't be used in the send definition.
Which option should be in this scenario?

- A. Guide Template Language
- B. Personalization strings
- C. SQL Query
- D. AMPscript

**Answer: D**


## NEW QUESTION # 109
Northern Trail Outfitters received a complaint today from a customer who received an email after unsubscribing last week. Today's email was sent using Marketing Cloud Connect (MCC), though last week was sent when an external system dropped a file on the Marketing Cloud SFTP and triggered a User-Initiated Send through an automation.
What could be the reason the customer received the email through MCC?

- A. The Email Opt Out field needs to be added to the Contact Page Layout.
- B. The previous send's user needed to have edit permissions in Salesforce,
- C. The previous send used Email Address as a Subscriber Key.
- D. Email Opt Out is only updated if the send originates in Salesforce.

**Answer: C**

Explanation:
The subscriber key is a unique identifier for each subscriber in Marketing Cloud. It is used to track subscriber preferences, behaviors, and attributes across channels and business units. If the previous send used email address as a subscriber key, it would not match the subscriber key in Sales Cloud, which is usually the contact or lead ID. Therefore, the email opt out status would not be synchronized between Marketing Cloud and Sales Cloud, and the customer could receive an email through MCC even after unsubscribing from the previous send. Reference: https://help.salesforce.com/articleView?id=sf.mc_co_subscriber_key.htm&type=5


## NEW QUESTION # 110
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".

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

**Answer: D**


## NEW QUESTION # 111
Which two statements about a database of record are correct? Choose 2 answers

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

**Answer: B,C**


## NEW QUESTION # 112
A customer wants to automate a series of three emails as part of a Membership renewal drip campaign.
* Email #1 will be sent one month prior to the member's renewal date
* Email #2 will be sent one week prior to the member's renewal date

\* Email #3 will be sent on the member's renewal date
\* A master audience is updated in real time via the API
Which steps should be included in the customer's automation?

- A. Three filter activities -> Three send definitions to the filtered audiences
- B. Import activity -> Three send definitions to the master data extension
- C. Import activity -> Three filter activities -> Three send definitions to the filtered audiences
- D. Three send definitions to the master data extension

**Answer: A**

### NEW QUESTION # 113

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