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1. A customer wants to limit the number of emails a subscriber receives to a maximum of one email

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Salesforce MCC-201 (Marketing Cloud Connect Essentials) Certification Exam is an essential certification for professionals who want to demonstrate their expertise in effectively using Salesforce Marketing Cloud Connect to connect Salesforce CRM and Marketing Cloud. It is designed for professionals who are responsible for implementing and managing the integration between Salesforce CRM and Marketing Cloud. Marketing Cloud Connect Essentials certification exam validates the knowledge and skills required to design, configure, and maintain Marketing Cloud Connect.

Salesforce Marketing Cloud Connect Essentials Sample Questions (Q101-Q106):

NEW QUESTION # 101

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

Answer: D

NEW QUESTION # 102

A marketer at Northern Trail Outfitters (NTO) wants to send important updates to customers about products they have previously purchased. The marketer has little experience with coding. Also, the information is spread across multiple data extensions and is imported nightly from NTO's e-commerce platform - Contacts, Orders, Order Items, and Products. Which design should a consultant recommend for segmentation?

- A. Create SQL Query Activities for the marketer to modify.
- B. Link the data extensions in an Attribute Group.
- **C. Establish data relationships and create Data Filters for the marketer to modify.**
- D. Combine the data outside of Marketing Cloud and upload it into a Sendable Data Extension.

Answer: C

NEW QUESTION # 103

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 a data extension that will not be used in the send definition. Which option should be in this scenario?

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

Answer: A

NEW QUESTION # 104

Northern Trail Outfitters is having their regional supplier conference and wants to allow attendees to request event-specific safety notifications, schedule or room changes, and surprise pop-up sessions. Which solution should they use?

- **A. Smart Capture and Triggered email messaging**

- B. Keyword opt in and SMS Messaging
- C. CloudPages opt in to Event Journey
- D. Existing Email Event Notification Subscription

Answer: A

NEW QUESTION # 105

A customer wants to create a loyalty program by Identifying all subscribers who clicked on a link within any email sent within the last six months.

What should be recommended?

- A. Create and execute a Tracking Extract.
- B. Create and execute a Data Filter on the _Click data view.
- C. Create and execute a Subscriber Engagement report.
- **D. Create and execute a SQL Query against the _Click data view.**

Answer: D

NEW QUESTION # 106

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