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Salesforce MCC-201 (Marketing Cloud Connect Essentials) Certification Exam is designed to assess the knowledge and skills of professionals who want to connect Salesforce Marketing Cloud with Salesforce CRM. Marketing Cloud Connect Essentials certification exam is suitable for marketing professionals, administrators, and developers who work with Salesforce Marketing Cloud and want to learn how to integrate it with Salesforce CRM. MCC-201 Exam Tests the candidate's ability to configure and manage Marketing Cloud Connect, data synchronization, and data mapping between the two platforms.

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Salesforce Marketing Cloud Connect Essentials Sample Questions (Q109-Q114):

NEW QUESTION # 109
A school corporation uses one contact per parent/child combination, updating the email address based on who they are sending to. However, they would tike to pull data on which email addresses receive which emails.
What functionality could be used to accomplish this?

- A. Recent Email Send Report
- B. Send Log
- C. Data Views
- D. Tracking Extract

Answer: C

NEW QUESTION # 110
A customer has a business requirement to exclude email addresses of certain contacts In their loyalty program from the sends with several sender profiles. These contacts are dynamically Identified with the help of the SQL query on a daily basis.
What solution should be recommended to automate exclusion of the Identified email addresses from all future sends that use specific sender profiles'

- A. Publication list
- B. Exclusion data extension
- C. Auto-suppression list
- D. Suppression list

Answer: C

Explanation:
To automate exclusion of identified email addresses from all future sends that use specific sender profiles, Northern Trail Outfitters should use an auto-suppression list. An auto-suppression list is a tool that allows marketers to exclude subscribers from email sends based on their email address and sender profile. The email addresses can be added to the auto-suppression list using a SQL query or an import activity. Reference: https://help.salesforce.com/s/articleView?
id=sf.mc_es_create_an_auto_suppression_list.htm&type=5

NEW QUESTION # 111
Northern Trail Outfitters wants to automate a weekly SMS message to be sent to anyone who has a birthday that week. They have created the Outbound Message in MobileConnect and have a Filtered List created for every contact who provided birth date information.
Which activities would Marketing Cloud use to automate this campaign?

- A. Import Mobile Contacts and Outbound Send
- B. Import Mobile Contacts and Send SMS
- C. Refresh Mobile Filtered List and Outbound Send
- D. Refresh Mobile Filtered List and Send SMS

Answer: D

NEW QUESTION # 112
An entertainment company is hosting events across the country in different venues. They want to use Contact Builder to feed Journey Builder. Contacts who enter a journey will go through a decision split based on the type of event. The journey will send a series of emails and one of them will contain the venue details dynamically populated with AMPscript.
The company collects the following information:
*Customer data (email address, first name, last name....)
*Event registration (email address, event ID, event name, event type, venue ID....)

*Venue details (venue ID, venue name, venue address....)
*Payment details (email address, event ID, total paid....)
The company does NOT want to link everything in Contact Builder. Which two data extensions should be incorporated inside Contact Builder? Choose 2 answers

- A. Event Registration
- B. Payment Details
- C. Customer Data
- D. Venue Details

Answer: A,C

NEW QUESTION # 113
Northern Trail Outfitters (NTO) is using Einstein Content Selection to populate its emails with personalized product images at send time. Tnese emails typically see high engagement, but because of the frequency of these emails, a customer could see the same image asset several times within a 2-week span.
How should NTO marketers ensure there's a limit to the number of timet a particular image asset can be chosen for a customer?

- A. Ask the content team to create more images in order to diversify the asset pool.
- B. Set Fatigue Rules for the product Asset Classes.
- C. Set a Fallback Asset.
- D. Utilize Einstein Engagement Frequency to send the emails less often.

Answer: A

NEW QUESTION # 114
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