Prepare Your Salesforce MCC-201 Exam with Reliable Latest MCC-201 Test Prep: Marketing Cloud Connect Essentials Efficiently

The Marketing Cloud Connect Essentials (MCC-201) practice tests have customizable time and Marketing Cloud Connect Essentials (MCC-201) exam questions feature so that the students can set the time and Marketing Cloud Connect Essentials (MCC-201) exam questions according to their needs. The Marketing Cloud Connect Essentials (MCC-201) practice test questions are getting updated on the daily basis and there are also up to 1 year of free updates. Earning the Marketing Cloud Connect Essentials (MCC-201) certification exam is the way to grow in the modern era with high-paying jobs.

Salesforce MCC-201 (Marketing Cloud Connect Essentials) Certification Exam is designed for individuals who are interested in connecting their Salesforce org with the Marketing Cloud. Marketing Cloud Connect Essentials certification exam is aimed at professionals who work in marketing, sales, or IT and want to gain a deeper understanding of how to integrate and utilize the Marketing Cloud Connect platform to improve their marketing campaign strategies. MCC-201 exam tests candidates on their knowledge of the Marketing Cloud Connect platform, including how to set it up, configure it, and use it to synchronize data between Salesforce and the Marketing Cloud.

Salesforce MCC-201 (Marketing Cloud Connect Essentials) Certification Exam is a valuable credential for professionals who want to demonstrate their expertise in integrating Salesforce Marketing Cloud with Salesforce CRM. Marketing Cloud Connect Essentials certification validates the skills and knowledge required to configure and manage Marketing Cloud Connect, an advanced integration tool that enables seamless communication between the two platforms. MCC-201 exam is designed to test the candidates' understanding of key concepts, best practices, and practical applications of Marketing Cloud Connect.

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Salesforce Marketing Cloud Connect Essentials Sample Questions (Q107-Q112):

NEW QUESTION # 107
Northern Trail Outfitters wants to suppress their highly engaged email subscribers (multiple opens and clicks for a target campaign) from active display campaigns to reduce overall cost and eliminate unnecessary targeting to the user.
What should be recommended?

- A. Google Analytics 360
- B. Einstein Engagement Scoring
- C. Advertising Studio
- D. Mobile Studio

Answer: C

Explanation:
Advertising Studio is a tool that allows marketers to create and manage advertising campaigns across various channels, such as display, social, and search. It can also leverage Marketing Cloud data and segments to target or suppress audiences based on their engagement behavior. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_as_advertising_studio_overview.htm&type=5

NEW QUESTION # 108
A customer wants Sales Cloud users to create and send Marketing Cloud emails.
Which two recommendations should the consultant make? Choose 2 answers

- A. Each Sales Cloud user should have a System Administrator Profile and a Role at the top of the Role Hierarchy.
- B. The consultant should enable deep linking in the Marketing Cloud Connect configuration.
- C. Each user should have a one-to-one relationship between the Marketing Cloud user and the Sales Cloud user.
- D. The consultant should enable the Create Email feature on the user Profile in Sales Cloud.

Answer: B,C

NEW QUESTION # 109
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. Set Fatigue Rules for the product Asset Classes.
- B. Utilize Einstein Engagement Frequency to send the emails less often.
- C. Set a Fallback Asset.
- D. Ask the content team to create more images in order to diversify the asset pool.

Answer: A

Explanation:
The best option for NTO marketers to ensure there is a limit to the number of times a particular image asset can be chosen for a customer is to set Fatigue Rules for the product Asset Classes. Fatigue rules allow you to specify the maximum number of times an asset can be chosen for a customer in a given time period. This ensures that customers do not receive the same asset too often, and that the asset pool is diversified. For more information on setting fatigue rules, please see the documentation here: https://help.salesforce.com/articleView?id=mc_es_dynamic_content_fatigue_rules.htm&type=5.

NEW QUESTION # 110
An online retail customer needs daily promotional email content to generate with minimal time spent on creation. Their service contract includes building a custom dynamic template for this purpose. The customer has communicated the following:
* The email content will highlight new inventory each day.
* A small team will run both their digital marketing operations and their email program.
* A user needs to build, test, and send a daily email in less than an hour.
* Images for the emails will be hosted on their website CMS.
Which question is relevant to identify strategies for designing the custom template for the customer's daily promotional email?
Choose 3 answers

- A. Will image URLs be available publicly?
- B. How often will email content be image-only with text overlaying images?
- C. How often will the layout of the content in a content area change?
- D. What From Name will be used for these emails?
- E. What is the maximum file size of the images being used?

Answer: A,C,E

NEW QUESTION # 111

Northern Trail Outfitters' marketing team is made up of a marketing manager, a marketing specialist, and a graphic designer. The team is new to Marketing Cloud and has very little coding experience. Currently, they use Excel and VLOOKUP to segment their email audiences and import them into Marketing Cloud.

What solution should be recommended to allow for long-term self-sufficiency in segmentation?

- A. Attribute Groups
- B. Query Activities
- C. Publication Lists
- D. Data Filters

Answer: D

NEW QUESTION # 112

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