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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) Exam is a certification test that assesses the skills and knowledge of professionals in the field of Salesforce Marketing Cloud. MCC-201 exam is designed for individuals who are responsible for connecting Salesforce CRM with Salesforce Marketing Cloud to create personalized and targeted marketing campaigns across multiple channels.

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## Salesforce Marketing Cloud Connect Essentials Sample Questions (Q149-Q154):

### NEW QUESTION # 149

Northern Trail Outfitters wants to monitor available coupon codes and sends a notification to their email specialist instructing them to request more codes for importing if the available coupon count falls below 500 available codes.

Which two activities would be automation?

Choose 2 answers

- A. Verification Activity
- B. Import Activity
- C. Filter Activity
- D. Data Extract Activity

Answer: A,C

### NEW QUESTION # 150

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

Answer: B

### NEW QUESTION # 151

Northern Trail Outfitters wants to send an email to one million contacts in Sales Cloud. The criteria to segment contacts include using 10+ fields to segment.

Which process should the consultant utilize for a reliable send method?

- A. Query Synchronized Data Extensions using a query activity to a Salesforce Data Extension, then send via Email Studio Send Flow
- B. Import Salesforce Report through an import activity to a Salesforce Data Extension, then send to data extension using Email Studio email send
- C. Assign the one million contacts from the report to a Salesforce campaign, and use a Single Step journey with Salesforce Campaign as an entry event
- D. Send to a Salesforce Report from Marketing Cloud using Email Studio Send Flow

Answer: B

### NEW QUESTION # 152

Northern Trail Outfitters (NTO) stores customer purchase data in an external system. NTO ingests this data into Marketing Cloud through a file drop automation.

The automation contains an import activity which overwrites a staging data extension, as well as an SQL Query activity which brings this data into a sendable data extension.

NTO's marketing manager wants to be informed if more than 1,000 records are ever imported through this automation, and would

also like to prevent the sendable date extension from being updated that day.

Which solution is appropriate in this situation? A. Q Split the existing activities into two separate automations.

- A. Write a custom SSJS script to
- B. validate the row count of the staging data extension and send a notification email.
- **C. Place a Verification Activity between the import and SQL Query activity.**
- D. Implement a Wait Activity to wait until the data extension is populated with records.

**Answer: C**

Explanation:

By placing a Verification Activity between the import and SQL Query activities, you can check to see if more than 1,000 records have been imported from the external system.

If the row count exceeds 1,000, the automation can be paused and a notification email can be sent.

This will allow NTO's marketing manager to be informed if more than 1,000 records are imported, and will also prevent the sendable data extension from being updated that day.

For further information, please refer to the following Salesforce documentation:

\* Automation Studio Overview: [https://help.salesforce.com/articleView?id=mc\\_as\\_overview.htm&type=5](https://help.salesforce.com/articleView?id=mc_as_overview.htm&type=5)

\* Automation Studio Activities: [https://help.salesforce.com/articleView?id=mc\\_as\\_activities.htm&type=5](https://help.salesforce.com/articleView?id=mc_as_activities.htm&type=5)

\* Verification Activity in Automation Studio: [https://help.salesforce.com/articleView?id=mc\\_as\\_verification\\_activity.htm&type=5](https://help.salesforce.com/articleView?id=mc_as_verification_activity.htm&type=5)

\* Wait Activity in Automation Studio: [https://help.salesforce.com/articleView?id=mc\\_as\\_wait\\_activity.htm&type=5](https://help.salesforce.com/articleView?id=mc_as_wait_activity.htm&type=5)

### NEW QUESTION # 153

Northern Trail Outfitters (NTO) wants to import recent customer transaction data from their data warehouse into Marketing Cloud on a nightly basis. They plan to create a File Drop Automation to trigger an automation when a data file is transferred from the data warehouse to the import folder in their Enhanced FTP account. NTO notes that user passwords expire every 90 days and they do not want to update their file transfer script on the data warehouse each time a password changes and they do not want to compromise security.

Which solution should the consultant recommend?

- **A. Request SSH key authentication to be enabled for the FTP user and create an SSH Key in Key Management**
- B. Contact the Marketing Cloud account representative to enable Single Sign-On Authentication using SAML
- C. Upload data files to Marketing Cloud using SFTP instead of FTP
- D. Enable the 'Exclude FTP Users From Password Expiration' option in Setup > Security Settings

**Answer: A**

Explanation:

SSH key authentication is a method of authenticating FTP users using SSH keys instead of passwords. SSH keys are more secure than passwords because they are encrypted and do not expire or need to be changed periodically. By requesting SSH key authentication to be enabled for their FTP user and creating an SSH key in key management, NTO can upload data files to Marketing Cloud using SFTP without having to update their file transfer script on the data warehouse each time a password changes and without compromising security. Reference: [https://help.salesforce.com/articleView?id=sf.mc\\_overview\\_enable\\_ssh\\_key\\_authentication\\_for\\_ftp\\_users.htm&type=5](https://help.salesforce.com/articleView?id=sf.mc_overview_enable_ssh_key_authentication_for_ftp_users.htm&type=5)

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### NEW QUESTION # 154

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