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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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>> MCC-201過去問題 <<

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Salesforce Marketing Cloud Connect Essentials 認定 MCC-201 試験問題 (Q79-Q84):

質問 # 79

When Northern Trail Outfitters acquires a new customer, it would like to send a series of welcome messages on behalf of the brand with an optimized send time. New customers will be sent to Marketing Cloud via an hourly batch file drop.

Which solution should the consultant recommend?

- A. Use Automation Studio to process and segment the new customers, and for the campaign sends and decisioning.
- B. Use Automation Studio to process and segment the new customers, and use Journey Builder for the campaign sends and decisioning.
- C. Use Automation Studio to process and segment the new customers, and use Email Studio for the campaign sends and decisioning.
- D. Use Journey Builder to process and segment the new customers, and for the campaign sends and decisioning.

正解: A

解説:

Automation Studio is a powerful tool that can process and segment data from a variety of sources, including hourly batch file drops from Marketing Cloud. Once the data is processed and segmented, Automation Studio can then be used to trigger sends and decisions for campaigns. This allows for a more efficient workflow and better control over the customer journey. Additionally, Automation Studio can be used to trigger automated, personalized emails and messages, as well as to monitor the performance of campaigns and analyze results. Reference: Salesforce Certified Marketing Cloud Consultant Exam Study Guide, https://trailhead.salesforce.com/en/content/learn/modules/marketing_cloud_consultant_exam_guide/marketing_cloud_consultant_exam_guide_automation_studio.

質問 # 80

A customer wants to create a mobile app that requires users to log in or register before accessing their data. Their source of truth is Sales Cloud which is connected to Marketing Cloud. Users who log in with existing credentials will have their device associated with their ContactKey. Users who register with the mobile app will not have their devices associated with a ContactKey for up to 24 hours.

What consideration should a consultant provide to the customer?

- A. All mobile app users will create additional Contacts in Marketing Cloud.
- B. Existing users will create additional Contacts in Marketing Cloud.
- C. Newly registered users will create additional Contacts in Marketing Cloud.
- D. User device data is unavailable in Contact Builder for up to 24 hours.

正解: C

質問 # 81

A customer manually imports records for sending. Each record contains a warehouse ID that is shared between Marketing Cloud and a third-party system. The customer does not have developer resources, but wants to include the warehouse ID in their tracking parameters so that the third-party system can identify the subscriber.

What should a consultant recommend?

- A. Use Dynamic Content rules to select a content area for each subscriber.
- B. Use AMPscript variables created from each field in the data extension.
- C. Use Guide Template Language created for each field in the data extension.
- D. Use personalization strings created by selecting the data extension.

正解: B

解説:

Using personalization strings created by selecting the data extension can be used to include the warehouse ID in their tracking parameters so that the third-party system can identify the subscriber. Personalization strings are placeholders that can be inserted into emails or landing pages to display information from data extensions or lists, such as subscriber attributes or custom fields. Personalization strings can also be used as tracking parameters in links or image tags.

Reference: https://help.salesforce.com/s/articleView?id=sf.mc_es_create_personalization_strings_by_selecting_a_data_extension.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_es_tracking_parameters_for_links_and_image_tags.htm&type=5

質問 # 82

The customer has these requirements for storing engagement data in their data warehouse:

* All email open and click activity must be pulled daily from the Marketing Cloud.

* Output files must meet the specific requirements for the data warehouse.

* All the activity must be provided via FTP in one file.

Which automation workflow meets the customer requirements?

- A. Report activity that generates Recent Send Summary report > Report delivered directly to FTP
- B. Query activity to pull data view information > Extract activity of data extension > Transfer activity
- C. Extract activity of data view tables > Query activity to create the required file > Transfer activity
- D. Extract activity of Tracking Extracts that combines data into required file > Transfer activity

正解: B

質問 # 83

Northern Trail Outfitters (NTO) wants to send out a communication to subscribers who have not made a purchase the last six months. Customer are often opted-in to more than one messaging channel. NTO would like to be able to communicate the same message across all channels.

- A. Salesforce Entry Event > Query Activity > Automation Studio Activities
- B. Query Activity > API Event > Automation Studio Activities
- C. Query Activity > Data Extension Entry Source > Journey Activates
- D. Import Activity > Decision > Journey Activities

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