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Salesforce Marketing Cloud Connect Essentials (MCC-201) is an exam that is designed for professionals who want to demonstrate their skills and knowledge in integrating Salesforce Marketing Cloud with Salesforce CRM. MCC-201 Exam is a part of the Salesforce Marketing Cloud certification program and is intended for individuals who have experience in working with Salesforce Marketing Cloud and Salesforce CRM. It is a multiple-choice exam that tests the candidate's ability to configure and manage Marketing Cloud Connect.

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If you want to ace the Marketing Cloud Connect Essentials (MCC-201) test, the main problem you may face is not finding updated MCC-201 practice questions to crack this test quickly. After examining the situation, the BraindumpsVCE has come with the idea to provide you with updated and actual Salesforce MCC-201 Exam Dumps so you can Pass MCC-201 Test on the first attempt. The product of BraindumpsVCE has many different premium features that help you use this product with ease. The study material has been made and updated after consulting with a lot of professionals and getting customers' reviews.

Salesforce Marketing Cloud Connect Essentials Sample Questions (Q75-Q80):

NEW QUESTION # 75

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. Existing users will create additional Contacts in Marketing Cloud.
- B. All mobile app users will create additional Contacts in Marketing Cloud.
- C. User device data is unavailable in Contact Builder for up to 48 hours.
- D. Newly registered users will create additional Contacts in Marketing Cloud.

Answer: D

NEW QUESTION # 76

Northern Trail Outfitters (NTO) has doubled in size over the last couple of years. Because of this growth they have decided to organize their company into Business Units to better manage operations.

Which statement is correct regarding the Business Unit functionality within Marketing Cloud?

Choose 2 answers

- A. Business Units can mirror an organization's operational structure.
- B. Subscribers can only appear in one Business Unit.
- C. Business Units can have more than one parent Business Unit.
- D. Business Units can share information with other Business Units.

Answer: A,D

NEW QUESTION # 77

Northern Trail Outfitters noticed that clicks are NOT showing up on Contact records in Salesforce.

Which two reasons could be the cause?

Choose 2 answers

- A. ContactID was used as Subscriber Key
- B. Individual Level Tracking was not selected in Marketing Cloud Configuration
- C. Synchronized Data Sources only push data every 15 minutes
- D. Email Address was used as Subscriber Key

Answer: B,D

NEW QUESTION # 78

A real estate agency wants to send out a biweekly newsletter with the list of properties for all new contacts added to a newsletter campaign in their Salesforce CRM. The journey consists of an initial message with property listings and a follow up to those who have engaged with the content.

The rules around which properties are matched to the contact depend on agent assigned as a contact owner, other agents who might have interacted with the contact, and contact's property interest. The data model has a relationship between contact > person account > real estate agent > property objects and all of those are available in CRM as well as synchronized to Marketing Cloud. What solution should be recommended for execution efficiency?

- A. Use send from Salesforce CRM and Salesforce report to prepare personalization data.
- B. Use Salesforce Data Event to initiate journey and scripting within emails for personalization logic.
- C. Use Automation Studio and Salesforce sends with campaign as an audience.
- D. Use Automation Studio to prepare personalization data and initiate journey.

Answer: D

NEW QUESTION # 79

A B2B customer notices they have a large number of subscribers marked as 'Held'. During troubleshooting, they realize these were soft bounces from overwhelming the email servers of many of the small companies with which they do business.

What step(s) should the customer take to move those subscribers back to 'Active'?

- A. Subscribers with a status of 'Held' should be re-enabled by contacting support.
- B. Use Contact Builder to mass update all 'Held' subscribers to 'Active' status.
- C. Use a SQL query to change all subscribers with a status of 'Held' to 'Active' in All Subscribers.
- D. Extract subscribers who have a status of 'Held', then import subscribers as 'Active'.

Answer: D

Explanation:

To move subscribers who have a status of 'Held' back to 'Active', NTO should extract those subscribers using a tracking extract or a data extract activity in automation studio, then import those subscribers as 'Active' using an import activity or file transfer activity in

automation studio or an import wizard in email studio. This process will overwrite their status in all subscribers list and allow them to receive emails again. Contact Builder cannot mass update subscriber status in all subscribers list. Subscribers with a status of 'Held' cannot be re-enabled by contacting support unless there is a technical issue on Marketing Cloud's side that caused them to be held incorrectly. A SQL query cannot change subscriber status in all subscribers list directly. Reference: https://help.salesforce.com/articleView?id=sf.mc_es_held_status.htm&type=5 https://help.salesforce.com/articleView?id=sf.mc_es_import_subscribers.htm&type=5

NEW QUESTION # 80

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