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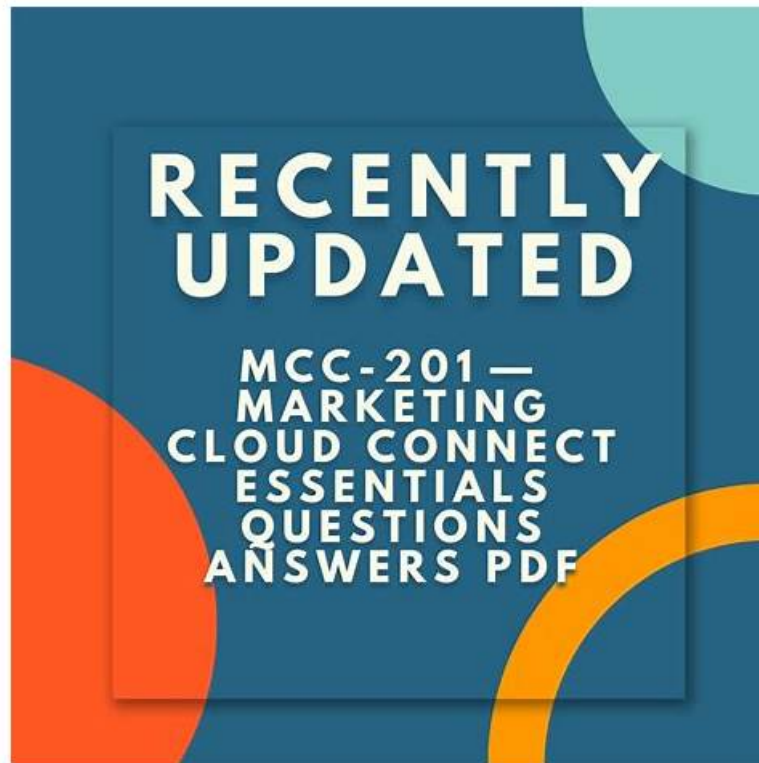
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By passing the MCC-201 Exam, professionals can demonstrate their expertise in connecting Salesforce CRM data with Marketing Cloud and can showcase their competency in using Marketing Cloud Connect to manage and analyze customer data. Marketing

Cloud Connect Essentials certification can help professionals to advance their careers and open up new opportunities in marketing and customer relationship management.

Salesforce Marketing Cloud Connect Essentials Sample Questions (Q36-Q41):

NEW QUESTION # 36

Northern Trail Outfitters and its subsidiaries use Sales Cloud and Marketing Cloud to send customers frequest email communications of new products and updates on their portfolios. They have noticed the messages and branding being sent varies greatly and would like to create a bether customer experience.

What extension product should be considered to unify the messaging and branding of these communications while still allowing personalization and timing of campaigns?

- A. Einstein Content Selection
- B. Distributed Marketing
- C. Marketing Cloud Connect
- D. Distributed Sending

Answer: D

NEW QUESTION # 37

Northern Trail Outfitters has a data extension that stores all of their orders. They want to send out a dally email for orders with their status changed to 'shipped' that day through a journey.

Which two methods should be used to filter entry into the journey?

Choose 2 answers

- A. SQL Query
- B. Decision Split
- C. Entry Source Filter
- D. Filter Activity

Answer: A,C

NEW QUESTION # 38

NTO wants not only to send to their best customers, but also those most likely to buy.

What data will be helpful to send out an email which increases purchase frequency? Choose All that apply

- A. lifetime purchase value
- B. last purchase date
- C. proximity to store
- D. conversion rate

Answer: A,B,D

NEW QUESTION # 39

Tracking Alias question:

- A. Differentiate clicking email
- B. Email Conversion Tracking
- C. Can be found in some reports
- D. Same URL

Answer: A,B,C,D

NEW QUESTION # 40

Northern Trail Outfitters (NTO) wants to send using the From Address of marketing@email.nto.com. They will then automatically forward replies to customerservice@nto.com. NTO also wants to include an automatic reply to the customer's email address customer@exampie.com.

Which email address would appear as the From Address for the automatic reply to the customer?

- A. customerservice@nto.com
- B. A marketing@email.nto.com
- C. customer@example.com
- D. reply@marketingcloud.com

Answer: D

NEW QUESTION # 41

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