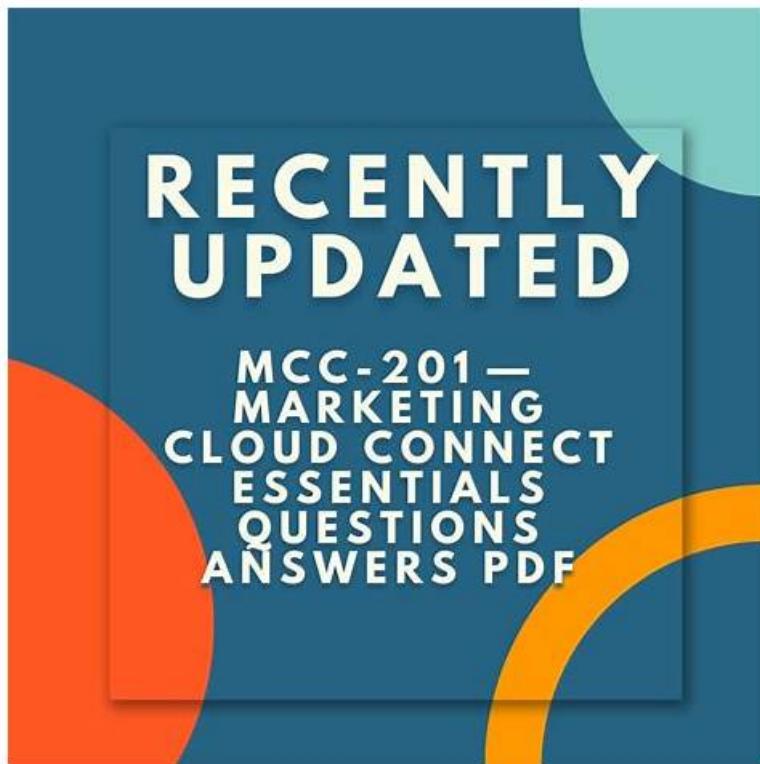


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The MCC-201 exam is designed to test the knowledge of professionals on Marketing Cloud Connect, including the integration process, synchronization of data between the Salesforce CRM and Marketing Cloud, and the use of various tools and features to manage and analyze customer data. MCC-201 Exam also covers topics such as email marketing, mobile messaging, automation, and reporting, which are essential for professionals who want to succeed in the marketing field.

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The second format is a web-based format that can be accessed from browsers like Firefox, Microsoft Edge, Chrome, and Safari. It means you don't need to download or install any software or plugins to take the Marketing Cloud Connect Essentials practice test. The web-based format of the Salesforce MCC-201 Certification Exams practice test supports all operating systems. The third and last format is desktop software format which can be accessed after installing the software on your Marketing Cloud Connect Essentials (MCC-201) Windows Pc or Laptop. These formats are built especially for the students so they don't stop preparing for the Marketing Cloud Connect Essentials (MCC-201) certification.

Earning the MCC-201 Certification can benefit professionals in several ways. It can enhance their credibility as experts in Salesforce Marketing Cloud and Salesforce CRM integration, making them more valuable to their organizations. It can also lead to new career opportunities and higher salaries. Additionally, certified professionals gain access to a network of peers and resources that can help them stay up-to-date with the latest trends and best practices in the industry.

Salesforce Marketing Cloud Connect Essentials Sample Questions (Q117-Q122):

NEW QUESTION # 117

A publishing company has presented the following:

- * A need to send renewal reminders to customers whose subscriptions expire in 15 days and 7 days.
- * A campaign needs to be created and managed by a general marketing user who will not have administrative rights and who is not technical.
- * The customer's expiration date is included in the data file.

What component should the customer's solution include?

Choose 3 answers

- A. Automation Studio
- B. Suppression list
- C. **Template-based emails**
- D. Triggered Send
- E. Data Filter

Answer: A,C,E

NEW QUESTION # 118

A customer is connecting Sales Cloud with Marketing Cloud. The connection was successful, however, the team is unable to view or sync Sales Cloud objects in Contact Builder.

How should a consultant begin troubleshooting the connection?

- A. Create new Marketing Cloud and Sales Cloud users and perform a new installation.
- B. Create and send an email in Email Studio to test the connection and validate tracking.
- C. **Validate Marketing Cloud and Sales Cloud permissions for the connecting users.**
- D. Validate Marketing Cloud and Sales Cloud users have access to the business unit.

Answer: C

Explanation:

To troubleshoot the connection between Sales Cloud and Marketing Cloud, a consultant should start by validating Marketing Cloud and Sales Cloud permissions for the connecting users. The connecting users are the users who authenticated Marketing Cloud Connect in both systems. They need to have certain permissions and roles in both systems to enable full functionality of Marketing Cloud Connect. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_co_troubleshoot_marketing_cloud_connect_configuration_issues.htm&type=5

NEW QUESTION # 119

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

Answer: B

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
- * Automation Studio Activities: 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
- * Wait Activity in Automation Studio: https://help.salesforce.com/articleView?id=mc_as_wait_activity.htm&type=5

NEW QUESTION # 120

Northern Trail Outfitters sends emails for Password Resets from their web store when requested. An SMS message should be deployed if the password reset email is not sent.

What processes should they utilize to ensure a timely delivery across email and SMS?

- A. Triggered send definition, and use API response to determine and send API call to trigger an SMS password reset
- B. Multiple path journey with engagement split if password reset link clicked; if link not clicked, then SMS Password Reset activity
- C. **Transactional email send with the event notification service response to determine and trigger an API call to an SMS message**
- D. Triggered send definition and use data extract Not Sent to a data extension then send SMS to those failed sends

Answer: C

NEW QUESTION # 121

A customer wants to reports on 'Not Sent' contacts in Journey Builder.

Which method should be used?

- A. Query the _sent Data View for the contact's send status.
- B. Create an Analytics Builder Discover report.
- C. Use the standard report 'Subscribers Not Sent to'.
- D. **Use an automation with Tracking Extract.**

Answer: D

Explanation:

To report on 'Not Sent' contacts in Journey Builder, Northern Trail Outfitters should use the standard report 'Subscribers Not Sent to'. This report shows how many contacts were not sent an email due to various reasons, such as unsubscribes, bounces, duplicates, or errors. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_m_subscribers_not_sent_to_report.htm&type=5

NEW QUESTION # 122

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