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Salesforce MCC-201Marketing Cloud Connect Essentials1



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Salesforce MCC-201 (Marketing Cloud Connect Essentials) Certification Exam is a valuable asset for professionals seeking a career in the marketing cloud industry. Marketing Cloud Connect Essentials certification validates the candidate's knowledge and skills in Marketing Cloud Connect, including synchronization, integration, and data management. Earning this certification can lead to career advancement opportunities and provides professionals with the skills and knowledge needed to help their organizations achieve marketing automation success.

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The Marketing Cloud Connect Essentials certification exam is an online, proctored exam that can be taken from anywhere, at any time. This means that candidates do not have to travel to a testing center to take the exam. MCC-201 Exam Fee is \$200, and the certification is valid for two years.

Passing the MCC-201 Certification Exam is a great way for marketers to demonstrate their expertise in using the Marketing Cloud and its integration with other Salesforce products. It also provides an opportunity for individuals to advance their careers in marketing automation and CRM. With this certification, candidates can showcase their skills and knowledge to potential employers, and set themselves apart in a competitive job market.

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The Salesforce MCC-201 certification is on trending nowadays, and many Salesforce aspirants are trying to get it. Success in the MCC-201 test helps you land well-paying jobs. Additionally, the MCC-201 certification exam is also beneficial to get promotions in your current company. But the main problem that every applicant faces while preparing for the MCC-201 Certification test is not finding updated Marketing Cloud Connect Essentials (MCC-201) practice questions.

Salesforce Marketing Cloud Connect Essentials Sample Questions (Q128-Q133):

NEW QUESTION # 128

When joining a data extension in Contact Builder, in which scenario should a consultant mark the Use as Root checkbox?

- A. Data for both Email and MobileConnect sends.
- **B. Database of record other than All Subscribers.**
- C. One-to- Many Relationship to the Contact Record.
- D. Supplemental data for an interaction in Journey Builder.

Answer: B

NEW QUESTION # 129

A retail company's database of record resides at a 3rd-party company that also keeps track of purchase history. That database only updates once a day where new records can be created and merged. The database uses an "Email ID," which is a numeric field that represents both the business unit and email address. The company now wants to be able to send real-time Welcome emails to people (newly registered website users) who provide their email address in exchange for getting 10% off their first order, and ensure this send is connected to "Email ID" in the database.

What key issue should be addressed? Choose 3 answers

- **A. How will Marketing Cloud and the database sync up?**
- B. Will the company need a custom preference center?
- C. What publication lists will be used?
- **D. Will new users have an "Email ID"?**
- **E. What will be used as the Subscriber Key?**

Answer: A,D,E

NEW QUESTION # 130

An analytics team wants to get real-time updates on transactional email metrics, specifically Sent and NotSent, to ensure they are fulfilling a legal obligation due to the nature of their messages.

What method should be suggested in this scenario?

- A. Platform Events API
- B. Data Retrieves on the Send Object
- **C. Event Notification Service**
- D. Data View Export with every send

Answer: C

NEW QUESTION # 131

Northern Trail Outfitters wants to know the number of Contacts in their account. This information needs to be emailed to their Chief Marketing Officer on a weekly basis.

What could be configured to meet this request?

- A. Schedule the Contacts Counts Standard Report
- B. Query the _Subscriber Data View and Extract it weekly
- C. Query the _Contact Data View and transfer it weekly
- **D. Configure the Contact Extract Activity in Automation Studio**

Answer: D

Northern Trail Outfitters wants to send an email to website visitors who add items to their cart but fail to make a purchase. The email will include a list of products they added to their shopping cart.

* A second data extension contains a corresponding session ID field and product data for each abandoned cart item, including product SKU, product name, quantity, price, and image URL.

- A. LookupRows AMPscript function
- B. Lookup AMPscript function
- C. Enhanced Dynamic Content Block
- D. Dynamic Content Block

The LookupRows AMPscript function returns a rowset from a data extension that matches the specified criteria. It can be used to retrieve multiple rows of data from a data extension based on one or more column values. For example, NTO can use the LookupRows function to retrieve all rows from the second data extension that have the same session ID as the subscriber in the sendable data extension, and then loop through the rowset to display the product data for each abandoned cart item in the email.

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