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Salesforce MCC-201 (Marketing Cloud Connect Essentials) Certification Exam is designed for professionals who want to demonstrate their knowledge and expertise in integrating Salesforce Marketing Cloud with other Salesforce products. Marketing Cloud Connect Essentials certification exam covers the essential concepts and skills required to connect Marketing Cloud with Salesforce, including data synchronization, email integration, and campaign management. MCC-201 exam is ideal for individuals who are responsible for implementing and managing Marketing Cloud Connect within their organizations, such as sales and marketing professionals, administrators, and developers.

Candidates who pass the MCC-201 Exam will be able to demonstrate their expertise in the use of Marketing Cloud Connect. They will have a deep understanding of how Marketing Cloud Connect can be used to integrate Salesforce and Marketing Cloud. They will also be able to configure Marketing Cloud Connect, troubleshoot common issues, and implement best practices for data synchronization.

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Salesforce Marketing Cloud Connect Essentials Sample Questions (Q155-Q160):

NEW QUESTION # 155
Northern Trail Outfitters (NTO) stores customer purchase data m 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 mort 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 ts appropriate m this situation' A. Q Split the existing activities into two separate automations.

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

Answer: A

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 # 156
Northern Trail Outfitters wants to export a data file to its SFTP using Automation Studio. The file should contain all subscribers who did not receive their intended email in the last 24 hours. The automation will be scheduled to run each day.
Which activity Is required in the automation?

- A. SendLog Extract
- B. Data Extract Activity
- C. Report Definition Activity
- D. SQL Query Activity

Answer: D

Explanation:
To export a data file to its SFTP containing all subscribers who did not receive their intended email in the last 24 hours, Northern Trail Outfitters should use a Data Extract Activity in their automation. A Data Extract Activity is an activity that allows marketers to extract data from Marketing Cloud and place it in a file on an Enhanced FTP location or an external SFTP location. The Data Extract Activity can use different extract types, such as Tracking Extract or Data Extension Extract, to export different types of data.
Reference: https://help.salesforce.com/s/articleView?id=sf.mc_as_data_extract_activity.htm&type=5

NEW QUESTION # 157

A financial services customer states that families often share email addresses across multiple checking, savings, loan, and credit accounts. The customer needs to allow individual accounts to use the same email address in Marketing Cloud but maintain separate subscriber attributes.

Which component should be discussed with the customer to allow for this use case?

- A. Contact ID
- B. Subscriber Key
- C. Data Extensions
- D. Member Record

Answer: B

NEW QUESTION # 158

Northern Trail Outfitters (NTO) experienced a 24-hour website outage beginning on a peak shopping day, as a result, a number of logged-in customers' shopping sessions were disrupted. When the site is back online, the retailer would like to encourage those shoppers to return the site and continue their shopping.

What action should NTO take? Select One

- A. Do not send an email, as outage may have increased negative sentiment, resulting in unsubscribes.
- B. Create a user-initiated message to logged-in customers to send once the website is restarted
- C. Create and send an apology email that includes a discount for a future purchase to all customers.
- D. Import a file of logged-in customers into NTO's existing abandoned cart journey in Journey builder.

Answer: B

Explanation:
The answer can be 1 or 3. But the most appropriate solution is 1. Sending emails will not take the user to a state where they left on the website. This requires developer involvement.

NEW QUESTION # 159

Northern Trail Outfitters wants to capture dietary preferences for Contacts who have registered for an upcoming launch event. They have created a data extension of Contacts who have registered for the event and will send them an SMS message from MobileConnect asking them to reply with their dietary preference. When Contact reply to SMS message, the response message will be inserted into a data extension using AMPscript.

Which two MobileConnect templates should be used to send the SMS message and capture the responses?

- A. Info Capture
- B. Data Capture
- C. Text Response
- D. Outbound

Answer: C,D

NEW QUESTION # 160

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