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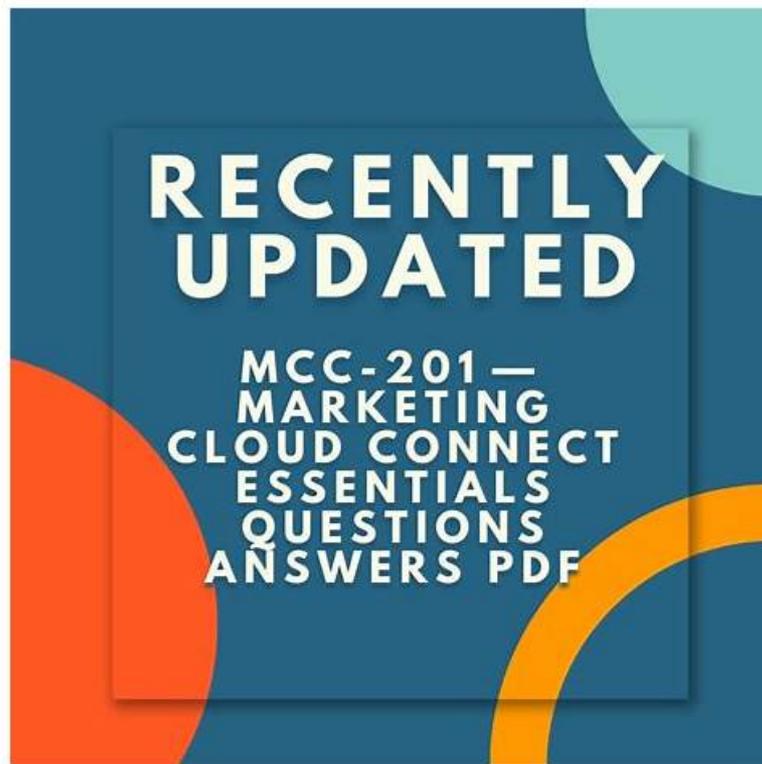

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The MCC-201 certification exam consists of 60 multiple-choice questions that must be answered within 90 minutes. MCC-201 exam is divided into four sections, each focusing on a specific aspect of Marketing Cloud Connect. These sections cover topics such as configuration, data synchronization, personalization, and reporting. Candidates must demonstrate their proficiency in each section to pass the exam and earn the certification.

Salesforce MCC-201 (Marketing Cloud Connect Essentials) Certification Exam is designed to validate the knowledge and skills of individuals in integrating and managing Salesforce Marketing Cloud with other Salesforce products. Marketing Cloud Connect Essentials certification exam is ideal for professionals who are responsible for configuring, implementing, and managing Marketing Cloud Connect.

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You can instantly access the practice material after purchasing it from Marketing Cloud Connect Essentials (MCC-201), so you don't have to wait to prepare for the Marketing Cloud Connect Essentials (MCC-201) examination. A free demo of the study material is also available at RealExamFree. The 24/7 support system is available for the customers, so they can contact the team whenever they face any issue, and it will provide them with the solution.

Salesforce Marketing Cloud Connect Essentials Sample Questions (Q127-

Q132):

NEW QUESTION # 127
Northern Trail Outfitters wants a simple segmentation strategy for identifying subscribers for their emails.
What solution should they use?

- A. Attribute group in Contact Builder for segmentation
- B. List model and Groups in Single Send Journeys
- C. Data Extension Entry Source in Journey Builder with a filter
- D. Relational data extensions with primary keys to match subscribers with their data

Answer: B

NEW QUESTION # 128
A customer needs to import data from an SFTP site. The customer wants to:
* Segment the contents of the file and then send emails.
* Transfer the file to the SFTP site at various times daily.
* Send to data extensions.
What sequence of automation activities should meet these requirements?

- A. Scheduled: Transfer File > Import File > SQL Query(s) > Send Email(s)
- B. File Drop: Import File > SQL Query(s) > Send Email(s)
- C. File Drop: Import File > Group Refresh > Send Email(s)
- D. Scheduled: Import File > SQL Query(s) > Send Email(s)

Answer: B

NEW QUESTION # 129
A retail company does business in both the United States and Canad
a. They have a loyalty program in which a customer can enroll. The company will provide a pre-segmented customer file, per campaign, which has a "Version" data field indicating the type of email the customer is to receive.
Which two questions should be asked to determine a data/segmentation strategy?
Choose 2 answers

- A. Will a lookup table is needed for a dynamic From Name?
- B. Will customers be able to sign up for the loyalty program at the store?
- C. Will "Version" values/meanings change, precluding reusable AMPscript?
- D. Is the purpose of these emails for acquisition or retention or transactional?

Answer: A,D

NEW QUESTION # 130
Northern Trail Outfitters wants to its emails to be redirected to Marketing Cloud server* for processing.
Which configuration setting should the consultant recommend'

- A. Custom Delivery Profiles
- B. Private Domains
- C. Sender Authentication Package
- D. Reply Mail Management

Answer: C

NEW QUESTION # 131
A customer provides a file containing only new and updated subscriber records exported from its marketing database.
* The file will be uploaded to the customer's Enhanced FTP automatically at 3AM daily.
* The customer requires that the import completes prior to 4AM.

* On average, the file will contain about 2 million rows of data each day.
Based on the customer's requirements and recommended best practices, how should the daily file be imported?

- A. Import the file to a data extension, using the 'overwrite' method.
- B. Import the file to a list, using the 'update only' method.
- C. Import the file to a data extension, using the 'add and update' method.
- D. Import the file to a list, using the 'add and update' method.

Answer: C

Explanation:
Since Record count in more than 500 K so DE is used. New and Update is already specified in question.

NEW QUESTION # 132
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