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Salesforce MCC-201

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Salesforce MCC-201 exam is an excellent way to take your Salesforce Marketing Cloud career to the next level. Passing this certification exam is a testimony of your expertise in Marketing Cloud Connect and showcases your commitment to delivering the best possible results for your organization. So, if you're a Marketing Cloud professional, go ahead and give yourself the opportunity to advance quickly in your career with Salesforce Marketing Cloud Connect Essentials certification.

Salesforce Marketing Cloud is one of the most popular platforms when it comes to digital marketing automation, and it's gaining more popularity with each day. The Marketing Cloud helps businesses automate their marketing processes, saving time and helping them to be more efficient. The Salesforce MCC-201 Exam is designed for those who want to become certified in Marketing Cloud Connect Essentials, which is an essential component of the Marketing Cloud.

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Salesforce MCC-201 Certification Exam is a valuable credential for professionals who wish to advance their career in Salesforce Marketing Cloud. Marketing Cloud Connect Essentials certification demonstrates that the individual has the knowledge and skills required to integrate and manage Marketing Cloud Connect, which is a critical component of the Salesforce ecosystem. Additionally, individuals holding this certification are highly sought after by organizations looking to implement Marketing Cloud.

Salesforce Marketing Cloud Connect Essentials Sample Questions (Q51-Q56):

NEW QUESTION # 51

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. SQL Query Activity
- D. Report Definition Activity

Answer: A

Explanation:

The SendLog Extract activity in Automation Studio will allow Northern Trail Outfitters to export a data file containing all subscribers who did not receive their intended email in the last 24 hours. The automation can then be scheduled to run each day to ensure that the data file is updated. Reference: https://help.salesforce.com/articleView?id=mc_as_sendlog_extract_activity.htm&type=5

NEW QUESTION # 52

Northern Trail Outfitters is expanding globally into 16 new countries and wants to start localizing their email content to speak to subscribers in their own language. They want to do this as efficiently as possible and are anticipating growth into other locales in the near future.

Which two options could be recommended? (Choose 2 answers)

- **A. Leverage AMPscript within an email template to lookup subscriber language and personalize the email based on the value.**
- B. Leverage Content Builder to create email templates for each language and populate the templates via the UI.
- **C. Leverage enhanced dynamic content blocks within Content Builder to create language-specific emails.**
- D. Leverage personalization strings within the email template to pull in language-specific content.

Answer: A,C

NEW QUESTION # 53

Northern Trail Outfitters wants its emails to be redirected to Marketing Cloud server* for processing.

Which configuration setting should the consultant recommend?

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

Answer: C

Explanation:

This setting allows the consultant to verify the sender's identity and configure the incoming email settings. Reference: https://help.salesforce.com/articleView?id=mc_es_sap_overview.htm&type=5

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