

Echte MC-Con-201 Fragen und Antworten der MC-Con-201 Zertifizierungsprüfung



Wenn Sie sich an der Salesforce MC-Con-201 Zertifizierungsprüfung beteiligen, wählen Sie doch ITZert, was Erfolg bedeutet. Viel Glück!

Salesforce MC-Con-201 Exam Syllabus Topics:

Section	Weight	Objectives

Data Modeling, Identity Resolution & Segmentation	25%	- Consumption and entitlements • 1. Data 360 consumption-based entitlements • 2. Marketing automation consumption • 3. Platform usage optimization - Data 360 data model • 1. Connecting and harmonizing customer data • 2. Data objects and Data Model Objects • 3. Customer data activation - CRM data ingestion and activation • 1. Content personalization using CRM data • 2. Audience segmentation and activation • 3. CRM objects and records • 4. Actionable Lists - Identity Resolution • 1. Unified customer profiles • 2. Linking multiple data sources • 3. Identity Resolution configuration
Agentforce & AI Innovation	11%	- Marketing agents • 1. Content generation • 2. Automated campaign creation • 3. Audience segmentation - Conversational messaging • 1. Response handling • 2. Ongoing interactions across messaging channels • 3. Customer engagement - Predictive AI • 1. Selecting appropriate predictive AI features
Consent	13%	- Consent data model • 1. Consent preference records • 2. Platform consent objects - Consent collection • 1. Consent banners on marketing landing pages • 2. Consent banners on external pages - Consent record management • 1. Creating consent records • 2. Managing and updating consent records - Consent management concepts • 1. Consent in customer engagement • 2. Consent and compliance requirements

Analytics & Performance Insights	8%	- Reporting and analytics • 1. Pre-built dashboards • 2. Matching dashboards to reporting requirements - Marketing data and insights • 1. Marketing performance insights • 2. Surfacing marketing data across Salesforce
Campaign Design, Flow Orchestration & Content	30%	- Personalized messaging data • 1. Selecting appropriate data sources • 2. Adding customer data to messaging content - Activation templates • 1. Contact point value selection • 2. Activation template configuration - Personalization • 1. Handlebars • 2. Content variations • 3. Merge fields • 4. Repeaters • 5. AMPscript - Landing pages • 1. Landing page configuration • 2. Landing page components - Flow orchestration • 1. Flow configuration settings • 2. Flow types • 3. Trigger conditions • 4. Flow elements and logic • 5. Automated business processes and messaging
Platform Setup & Governance	13%	- Marketing Cloud Next environment setup • 1. Permission sets • 2. Core Org Edition requirements • 3. Data 360 provisioning • 4. Marketing Data Kit installation - Domain authentication and authorization • 1. Domain authorization • 2. Self-service domain authentication • 3. Branded and authenticated email delivery - Business Units and governance • 1. Business Unit requirements • 2. Roles and Enhanced CMS Workspaces • 3. Content and user governance

Salesforce MC-Con-201 Quizfragen Und Antworten - MC-Con-201

Prüfungsfragen

Die Konkurrenz in der IT-Branche wird immer heftiger. Wie können Sie sich beweisen, dass Sie wichtig und unerlässlich ist? Die Zertifizierung der Salesforce MC-Con-201 zu erwerben macht es überzeugend. Was wir für Sie tun können ist, dass Ihnen helfen, die Salesforce MC-Con-201 Prüfung mit höhere Effizienz und weniger Mühen zu bestehen. Mit langjährigen Entwicklung besitzt jetzt ITZert große Menge von Ressourcen und Erfahrungen. Immer verbesserte Software gibt Ihnen bessere Vorbereitungsphase der Salesforce MC-Con-201 Prüfung.

Salesforce Certified Marketing Cloud Next Consultant MC-Con-201

Prüfungsfragen mit Lösungen (Q89-Q94):

89. Frage

Northern Trail Outfitters is building an activation-triggered flow to send promotional emails. The marketing team needs to personalize the email content using data derived from the activation, such as a calculated loyalty tier.

Which data provider should the company use to personalize the email?

- A. Data Graph
- B. Apex Class
- **C. Activation**

Antwort: C

Begründung:

The Activation data provider is specifically designed to expose attributes from a Data 360 segment activation to Marketing Cloud Next email content. Salesforce states that the Activation data provider references a Data 360 segmentation activation and makes its recipient attributes available as merge fields.

That directly fits the scenario. If the activation includes a calculated attribute such as Loyalty Tier, the marketer can add the Activation data provider to the email and reference that attribute during personalization.

A Data Graph is appropriate when the email needs profile attributes or related Data 360 data that isn't already part of the activation. It isn't necessary merely to expose attributes already included in the activation payload.

An Apex Class is used when custom runtime code or complex external data retrieval is required; neither condition exists here.

This question is importantly different from the earlier runtime-value scenario: Activation is appropriate when the value actually comes from Data 360 activation data. A manually supplied campaign value would instead call for a Content Variable.

The uploaded bank correctly identifies A.

Study Guide Reference: Campaign Design, Flow Orchestration and Content # Personalization Data Providers # Activation.

90. Frage

Northern Trail Outfitters (NTO) wants to send a monthly update email that includes the total number of items each customer has purchased to date, as well as that customer's favorite category. NTO wants to include fields such as 'Total Items' and 'Category Name' in the email, but these fields do not exist within the raw ecommerce order data, which is currently ingested and mapped in Data 360.

How should NTO resolve this issue?

- **A. Build a calculated insight to aggregate the purchase volume for the account. Query the purchase volume per category to find the favorite category for each Unified Individual ID.**
- B. Build a streaming insight to calculate this metric in real time. Query the purchase volume per category to find the favorite category for each Unified Individual ID.
- C. Build a custom formula field on the Unified Individual data model object (DMO) using standard SQL aggregate functions to roll up the total items and calculate the favorite category.

Antwort: A

Begründung:

A Calculated Insight is designed for aggregations across multiple Data 360 records. The requested values aren't simple attributes stored on one ecommerce order. "Total Items" requires aggregation across the customer's purchase history, while "Favorite Category" requires grouping purchase activity by category and identifying the dominant result.

Salesforce Calculated Insights support aggregate metrics such as sums and counts together with dimensions that enable more granular analysis. Salesforce also supports calculated insight metrics in activations and downstream personalization scenarios.

A streaming insight is unnecessary because the campaign runs monthly and doesn't require second-by-second recalculation. Using a standard formula field as proposed in C also doesn't solve multi-record ecommerce aggregation: formula expressions aren't a substitute for analytical rollups across transaction history.

The uploaded source keys B. One wording issue exists in option B: it says "aggregate the purchase volume for the account," while the scenario ultimately requires values associated with each Unified Individual. The underlying architectural principle remains correct: use a Calculated Insight grouped appropriately to the customer/profile dimension.

Study Guide Reference: Data Modeling, Identity Resolution and Segmentation # Calculated Insights # Metrics, Dimensions, and Aggregations.

91. Frage

Northern Trail Outfitters contracts a London agency to create assets and deploy email campaigns exclusively for the EMEA region, which is managed in a dedicated EMEA Business Unit. The agency users have been provisioned with the Marketing Cloud Manager permission set.

How should the Marketing Cloud Next Consultant grant the agency users the required access?

- A. Add the agency users to the EMEA Data Space with the Data 360 Marketing Manager permission set.
- **B. Add the agency users to the EMEA Business Unit with the Marketer Standard role.**
- C. Add the agency users to the EMEA Business Unit with the Marketer ReadOnly role.

Antwort: B

Begründung:

The agency users need the Marketer-Standard Business Unit role because their responsibilities include both creating marketing assets and deploying campaigns.

Salesforce states that users with the Marketing Cloud Admin or Marketing Cloud Manager permission set can be added to a Business Unit as Marketer-Standard members. These users receive the Content Manager role in the Business Unit's marketing workspace, allowing them to create, edit, view, and publish content.

They can also activate campaign flows in that Business Unit.

Marketer-ReadOnly is insufficient because Salesforce explicitly states that ReadOnly members can't activate campaigns and don't receive access to the Business Unit's marketing workspaces. This would prevent the agency from performing the tasks described. Adding users directly to the Data Space isn't the proper Marketing Cloud Next access-governance model.

Business Unit membership automatically grants access to its mapped Data Space according to the Business Unit architecture.

The source bank correctly identifies C.

Study Guide Reference: Platform Setup and Governance # Business Units # Marketer-Standard and Marketer-ReadOnly Roles.

92. Frage

A retailer wants to create a new "Weekly Deals" subscription to send promotional content to customers via email and SMS.

Which two data model objects (DMOs) in Data 360 are used to define the subscription and map it to communication channels?

- A. Communication Subscription Channel Type and Engagement Channel Type
- **B. Communication Subscription and Communication Subscription Channel Type**
- C. Communication Subscription and Communication Subscription Consent

Antwort: B

Begründung:

The Communication Subscription DMO defines the category of marketing content that customers can subscribe to, such as Weekly Deals, Product Updates, or Event Notifications. The Communication Subscription Channel Type DMO then associates that subscription with each supported engagement channel. Therefore, when Weekly Deals is available through both email and SMS, the subscription is represented by Communication Subscription and its channel relationships are represented through Communication Subscription Channel Type.

Communication Subscription Consent performs a different function: it represents customer-level consent associated with the subscription. It doesn't define which channels are supported by the subscription itself.

Engagement Channel Type defines available channels such as Email or SMS, but the question specifically asks for the objects used to define the subscription and map it to communication channels. The linking DMO is therefore Communication Subscription Channel Type.

Salesforce explicitly states that each communication subscription contains at least one channel type and can contain several channels. The uploaded master bank also identifies C.

Study Guide Reference: Consent # Communication Subscription Data Model # Communication Subscription and Communication

Subscription Channel Type.

93. Frage

Northern Trail Outfitters wants to build a promotional email. The email must display a personalized subject line based on the recipient's preferred language (stored as a field on the Contact), and show a dynamically repeated list of recommended products from a related custom data model object (DMO). The audience is a segment of Unified Individuals.

Which combination of personalization features should the Marketing Cloud Next Consultant configure?

- A. Use a content variation on the email for each language, and an AMPscript reading from a marketing object for the product list.
- **B. Use a variation for the subject line, and a Repeater block linked to the Data Graph for the product list.**
- C. Use a merge field from the Data Graph for the subject line, and a Repeater block linked to the Data Graph for the product list.

Antwort: B

Begründung:

This requirement combines conditional content selection with one-to-many repeated data , so two different Marketing Cloud Next personalization capabilities are appropriate.

For the subject line, a variation can be associated with targeting rules based on the customer's preferred language. Each language can therefore receive the appropriate localized subject-line version, with a fallback variation available when no targeting condition matches.

For the recommended-product list, a Repeater is the correct component. Salesforce states that repeaters display a series of items such as products, order updates, events, or promotions. The repeater can connect to a Data Graph attribute containing related records, and nested components can use merge fields from each repeated item.

Option C would only be correct if the Data Graph itself contained the fully localized subject text to merge directly. The scenario instead says the Contact stores the preferred language , which is decision criteria-not necessarily the translated subject line itself.

Option B unnecessarily relies on AMPscript.

The uploaded source keys A. Salesforce documentation confirms both variation-based dynamic content and Data Graph-backed repeaters.

Study Guide Reference: Campaign Design, Flow Orchestration and Content # Dynamic Content # Variations, Targeting Rules, and Repeaters.

94. Frage

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Die Konkurrenz in der IT-Branche im 21. Jahrhundert ist sehr hart. Natürlich ist die Salesforce MC-Con-201 Zertifizierungsprüfung zu einer sehr beliebten Prüfung im IT-Bereich geworden. Immer mehr Menschen beteiligen sich an der MC-Con-201 Prüfung. Die Prüfung zu bestehen, ist auch der Traum der ambitionierten IT-Fachleuten.

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