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Salesforce MCC-201 exam is ideal for professionals who have experience in working with Salesforce Marketing Cloud and Salesforce CRM and want to demonstrate their skills and knowledge in integrating the two platforms. It is also suitable for individuals who are looking to enhance their career prospects in the field of marketing automation and customer relationship management. By passing MCC-201 exam, candidates can demonstrate their expertise in Marketing Cloud Connect and prove their ability to deliver successful marketing campaigns that are integrated across multiple platforms.

Salesforce MCC-201 Marketing Cloud Connect Essentials Certification Exam is designed for professionals who want to validate their skills and knowledge in integrating and managing the Marketing Cloud with Salesforce. MCC-201 exam is ideal for individuals who work as marketing managers, sales representatives, or system administrators. It covers a wide range of topics, including data synchronization, contact and lead management, campaign management, and reporting.

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Salesforce Marketing Cloud Connect Essentials Sample Questions (Q147-Q152):

NEW QUESTION # 147

Northern Trail Outfitters wants to its emails to be redirected to Marketing Cloud server* for processing. Which configuration setting should the consultant recommend?

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

Answer: B

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

NEW QUESTION # 148

A customer wants to display a subscriber's first name and the date of send in its monthly newsletter, subscriber first name data is stored in data extension that won't be used in the send definition.

Which option should be in this scenario?

- A. Guide Template Language
- B. SQL Query
- C. Personalization strings
- D. **AMPscript**

Answer: D**NEW QUESTION # 149**

Which two statements are correct about Send Logging? Choose 2 answers

- A. **AMPscript** can be used to pull data from Send Logs for use within emails.
- B. A business unit can support up to three Send Logs.
- C. Send Log data extensions are archived automatically based on retention settings.
- D. **SQL Query Activities** can reference Send Logs in combination with system data views.

Answer: A,D

Explanation:

Send Log data extensions are never archived. Its deleted. A business unit can support only one Send Log.

NEW QUESTION # 150

Northern Trail Outfitters wants to create a query to populate a data extension with email subscribers who belong to a specific publication list.

Which Data View could they use to achieve this?

- A. **_PublicationSubscriber**
- B. **_Subscribers**
- C. **_ListSubscribers**
- D. **_EnterpriseAttribute**

Answer: C**NEW QUESTION # 151**

Subscribers are collected on a customer's website whose subscription database of record is Salesforce Marketing Cloud. The customer sends up to 5 emails per week based on subscriber activity.

The list is:

- * Compiled in a database in the website Content Management System (CMS).
- * Imported into Marketing Cloud nightly at 11 p.m.

What action should be taken if a third party is sending a message for the customer outside of the Marketing Cloud?

- A. Unsubscribes should be synchronized between senders.
- B. Engagement metrics will be passed into Marketing Cloud.
- C. **They will need to integrate with the Marketing Cloud SOAP API.**
- D. The third-party send list should be pulled from the CMS

Answer: C

NEW QUESTION # 152

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