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Earning the Salesforce MCC-201 Marketing Cloud Connect Essentials Certification can offer many benefits to professionals in the marketing and sales fields. Marketing Cloud Connect Essentials certification demonstrates your knowledge and expertise in Salesforce and Marketing Cloud integration, which can improve your career prospects and open up new job opportunities. Additionally, it can enhance your credibility with clients and employers, and increase your earning potential. Overall, the MCC-201 Certification is an excellent investment for professionals who want to advance their careers in the Salesforce ecosystem.

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Salesforce is a world-renowned cloud-based software company that provides customer relationship management (CRM) solutions to businesses across various industries. The company offers a wide range of products and services that help businesses to automate their sales, marketing, customer service, and other key operations. One of the most popular Salesforce products is the Marketing Cloud, which provides marketers with a suite of tools to manage their campaigns, automate their workflows, and deliver personalized experiences to their customers.

To prepare for the Salesforce MCC-201 Exam, candidates can take advantage of various study resources, such as official Salesforce training, online courses, study guides, and practice exams. These resources help candidates develop a comprehensive understanding of Marketing Cloud Connect and its key features and functionalities.

## Salesforce Marketing Cloud Connect Essentials Sample Questions (Q38-

## Q43):

### NEW QUESTION # 38

Northern Trail Outfitters (NTO) is considering adopting Attribute Groups when incorporating data from their external systems. What statements are accurate regarding Attribute Groups?

Choose 2 answers

- A. They can contain only one data extension.
- B. **They link data extensions to other data extensions or contacts.**
- C. They replicate the structure from the external system data into templates.
- D. **They can be created by templates to accomplish certain tasks.**

**Answer: B,D**

### NEW QUESTION # 39

A customer needs to link demographic information to its model in Contact Builder.

What type of relationship should be used?

- A. Many-to-Many
- B. **One-to-One**
- C. Many-to-One
- D. One-to-Many

**Answer: B**

### NEW QUESTION # 40

Northern Trail Outfitters is having their regional supplier conference and wants to allow attendees to request event-specific safety notifications, schedule or room changes, and surprise pop-up sessions.

Which solution should they use?

- A. **Keyword opt in and SMS Messaging**
- B. Smart Capture and Triggered email messaging
- C. CloudPages opt in to Event Journey
- D. Existing Email Event Notification Subscription

**Answer: A**

### NEW QUESTION # 41

Northern Trail Outfitters (NTO) is saving each Email Address in its SendLog which is quickly increasing in size. NTO's marketers want to pull data from the SendLog for troubleshooting based on email address when a subscriber either does not receive an email or receives the wrong email.

Which design should the consultant recommend to perform their analysis?

- A. Set up and pull data from a SendLog Archive Data Extension.
- B. Set up and pull data from Tracking Extracts in Automation Studio.
- C. **Filter data using a Filter Activity on SendLog Data Extension.**
- D. Set up and pull data from \_Sent and .Subscriber Data Views.

**Answer: C**

Explanation:

To pull data from the SendLog for troubleshooting based on email address without coding experience, Northern Trail Outfitters should filter data using a Filter Activity on SendLog Data Extension. A Filter Activity is an activity that allows marketers to create filtered data extensions based on criteria and conditions without coding. A SendLog Data Extension is a custom data extension that captures send-time values for each subscriber in an email send. Reference: [https://help.salesforce.com/s/articleView?id=sf.mc\\_as\\_filter\\_activity.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_as_filter_activity.htm&type=5)

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## NEW QUESTION # 42

A consultant configured a triggered send definition in Sales Cloud for a customer using Marketing Cloud Connect. The trigger is on a Custom Object called 'Shipments' and is enabled for Triggered Sends in Setup.

Which two configuration requirements should be considered when troubleshooting? (Choose 2 answers)

- A. There is a Master Detail Relationship from Contact to Shipment.
- B. The Shipment object is on the Account Related List.
- C. The Shipment object requires a Lookup to Lead or Contact.
- D. An Apex Trigger is created on the Shipment object.

**Answer: B,C**

## NEW QUESTION # 43

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