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1. A customer wants to limit the number of emails a subscriber receives to a maximum of one email

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Salesforce MCC-201 certification exam aims to assess the candidate's understanding of the Marketing Cloud Connect features, such as synchronizing data, sending emails, and tracking results. Marketing Cloud Connect Essentials certification exam is ideal for professionals who want to demonstrate their expertise in integrating Salesforce and Marketing Cloud and enhancing their marketing efforts.

The MCC-201 exam is designed for marketing professionals who want to learn how to integrate the Salesforce Marketing Cloud with the Salesforce CRM platform. MCC-201 exam covers the essentials of Marketing Cloud Connect, which is a powerful integration tool that allows users to synchronize data between the two platforms, create cross-channel marketing campaigns, and track the performance of their marketing efforts in real-time. MCC-201 Exam also covers best practices for data management, segmentation, and personalization, as well as how to leverage Marketing Cloud Connect to automate key marketing processes.

Salesforce MCC-201 (Marketing Cloud Connect Essentials) Certification Exam is a highly sought-after certification for professionals seeking a career in the marketing cloud industry. Marketing Cloud Connect Essentials certification validates the

knowledge and skills required to implement and manage Marketing Cloud Connect, which enables seamless integration between Salesforce and Marketing Cloud. Marketing Cloud Connect Essentials certification exam is designed to test the candidate's expertise in Marketing Cloud Connect, including synchronization, integration, and data management.

>> **MCC-201 Valid Exam Answers** <<

MCC-201 Online Test & Valid MCC-201 Exam Format

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Salesforce Marketing Cloud Connect Essentials Sample Questions (Q117-Q122):

NEW QUESTION # 117

Northern Trail Outfitters is growing and acquiring other organizations, each with its own instance of Sales Cloud. They are debating whether to upgrade Marketing Cloud Connect to Multi-Org.

What consideration could be provided to help with the decision?

- A. Shared Salesforce Data Extensions will be enabled in up to 5 business units.
- B. Custom profile and subscription centers will not be required.
- **C. Once an account is upgraded to Multi-Org, it cannot be turned off.**
- D. Existing accounts cannot be upgraded to Multi-Org.

Answer: C

Explanation:

One of the considerations for upgrading Marketing Cloud Connect to Multi-Org is that once an account is upgraded to Multi-Org, it cannot be turned off. This means that the account will permanently have separate integrations for each business unit and Salesforce org, and some features may not work as expected in Multi-Org mode. Reference: https://help.salesforce.com/articleView?id=sf.mc_co_multi_org_account_considerations.htm&type=5

NEW QUESTION # 118

Northern Trail Outfitters wants to suppress their highly engaged email subscribers (multiple opens and clicks for a target campaign) from active display campaigns to reduce overall cost and eliminate unnecessary targeting to the user.

What should be recommended?

- A. Advertising Studio
- B. Google Analytics 360
- **C. Einstein Engagement Scoring**
- D. Mobile Studio

Answer: C

NEW QUESTION # 119

Northern Trail Outfitters has several business units (BU) and each BU uses specific data extensions, like Product Information. How Should they configure these data sources?

- A. Use the File Transfer Activity to import data into each BU.
- B. Create a local copy of the product data in each BU.
- **C. Share data extensions from the top-level BU.**
- D. Give users the Administrator Role so they can see all of the data.

Answer: C

NEW QUESTION # 120

NTO has to import a file that will be different every time.
What method should be used?

- A. Overwrite
- B. Add and Update
- C. Add Only
- D. Update

Answer: A

NEW QUESTION # 121

A customer wants to send an email from Sales Cloud on behalf of the record owner.
How should the consultant meet this requirement?
Choose 2 answers

- A. Use a custom Send Classification.
- B. Use the Organization-Wide Email address.
- C. Use the Send From Record Owner option
- D. Use a custom Delivery Profile.

Answer: A,C

NEW QUESTION # 122

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