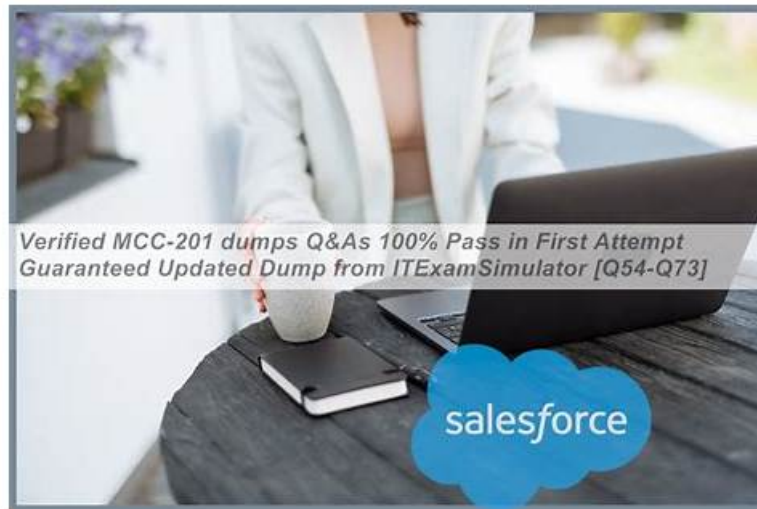


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Salesforce Marketing Cloud Connect is a powerful integration tool that allows users to connect their Salesforce CRM with the Marketing Cloud platform. By using Marketing Cloud Connect, organizations can streamline their marketing processes, improve customer engagement, and deliver personalized experiences to their customers. The Salesforce MCC-201 (Marketing Cloud Connect Essentials) Certification Exam is designed to test your knowledge and skills in implementing, configuring, and managing Marketing Cloud Connect.

Salesforce Marketing Cloud Connect Essentials (MCC-201) is an exam that is designed for professionals who want to demonstrate their skills and knowledge in integrating Salesforce Marketing Cloud with Salesforce CRM. MCC-201 Exam is a part of the Salesforce Marketing Cloud certification program and is intended for individuals who have experience in working with Salesforce Marketing Cloud and Salesforce CRM. It is a multiple-choice exam that tests the candidate's ability to configure and manage Marketing Cloud Connect.

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The chance to examine the content of the MCC-201 practice material before purchasing it will give you peace of mind. So, try a free demo to evaluate the authenticity of the Salesforce MCC-201 Exam product. Actual4Cert forewarns you that the topics of the Salesforce MCC-201 test change from time to time.

Salesforce MCC-201: Marketing Cloud Connect Essentials is an exam that is designed to test your knowledge about the Marketing Cloud Connect Essentials. Marketing Cloud Connect Essentials certification is essential for professionals who are looking to demonstrate their skills in managing and integrating Salesforce Marketing Cloud with Salesforce Sales and Service Clouds. MCC-201 Exam is suitable for marketing cloud administrators, developers, and consultants who want to ensure they have the necessary knowledge and skills to integrate Salesforce Marketing Cloud with their existing Salesforce environment.

Salesforce Marketing Cloud Connect Essentials Sample Questions (Q136-Q141):

NEW QUESTION # 136

Northern Trail Outfitters (NTO) wants to create a relevant audience from a data extension for a daily send campaign. The audience will change from day-to-day. These emails contain a View As Web Page link and NTO wants to ensure this will not be broken when the audience is refreshed daily.

What should be used to segment this audience?

- A. Use SQL Query to filter the audience into a new data extension that is upserted every day
- **B. Use AMPscript inside the email to pull information from a send logging data extension to determine which content displays based on message context**
- C. Use a SQL Query to filter the audience into a new data extension that is overwritten each day
- D. Use exclusion lists for the send - excluding those that already were sent the email

Answer: B

Explanation:

Creating and enabling a BLOCKOUT window in MobileConnect can be used to prevent SMS messages from being sent during certain hours of the day. A BLOCKOUT window is a time period during which no messages are sent or received by MobileConnect, regardless of when they were scheduled or triggered. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_moc_blockout_window.htm&type=5

NEW QUESTION # 137

Northern Trail Outfitters (NTO) is launching a new subsidiary brand, Cloud Kicks, within the next six months. Cloud Kicks anticipates sending approximately 50,000 emails per month from a child business unit. NTO will execute a large campaign announcing and associating itself with Cloud Kicks as part of the brand kickoff and is comfortable sharing digital properties with them. Cloud Kicks wants to utilize a custom sending domain, but deliverability is a primary concern.

What approach should be recommended?

- A. A new Sender Authentication Package should be used for NTO.
- **B. A Private Domain should be applied to the child business unit.**
- C. A Sender Authentication Package should be used for CloudKicks.
- D. A Private Domain should be applied to the parent business unit.

Answer: B

NEW QUESTION # 138

Northern Trail Outfitters wants to set up a welcome journey that leverages customer data across three data extensions: Customers, Orders, and Products.

How should the consultant facilitate this within Contact Builder?

- **A. Create a single Attribute Group that links Customers to Contacts, Orders to Customers, and Products to Orders.**
- B. Create a single Attribute Group that links Contacts to Customers, Orders to Products, and Products to Customers.
- C. Create three distinct Attribute Groups that link Customers to Contacts, Orders to Customers, and Products to Orders.
- D. Create three distinct Attribute Groups that link each data extension directly to Contacts.

Answer: A

NEW QUESTION # 139

Northern

Trail Outfitters wants to set up a welcome journey that leverages customer data across three data extensions: Customers, Orders, and Products.

How should the consultant facilitate this within Contact Builder?

- **A. Create a single Attribute Group that links Customers to Contacts, Orders to Customers, and Products to Orders.**
- B. Create a single Attribute Group that links Contacts to Customers, Orders to Products, and Products to Customers.
- C. Create three distinct Attribute Groups that link Customers to Contacts, Orders to Customers, and Products to Orders.
- D. Create three distinct Attribute Groups that link each data extension directly to Contacts.

Answer: A

NEW QUESTION # 140

A customer has been having problems with SMS responses getting the default keyword response rather than the appropriate next keyword response.

What are two potential reasons for this unexpected response?

- A. Responses are not sent within 24 hours of the outbound message.
- **B. Next keyword was not specified on the outbound message.**
- **C. Response are not sent with the Conversation Window.**
- D. Response contained "stop" in the message content.

Answer: B,C

Explanation:

Two potential reasons for SMS responses getting the default keyword response rather than the appropriate next keyword response are:

Responses are not sent within the Conversation Window. The Conversation Window is a setting that defines how long MobileConnect waits for a response from a subscriber after sending an outbound message. If a subscriber responds after the Conversation Window expires, MobileConnect treats their response as a new inbound message rather than part of an ongoing conversation.

Next keyword was not specified on the outbound message. The Next Keyword is a setting that defines what keyword MobileConnect expects from a subscriber after sending an outbound message. If a subscriber responds with a different keyword than what MobileConnect expects, MobileConnect treats their response as a new inbound message rather than part of an ongoing conversation.

Responses containing "stop" in the message content will not get the default keyword response, but rather an opt-out confirmation message. Responses sent with AMPscript in body will not affect how MobileConnect handles responses, as AMPscript is only evaluated at send time. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_moc_conversation_window.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_moc_next_keyword.htm&type=5

NEW QUESTION # 141

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