

初段のSalesforce MC-Con-201問題数インタラクティブ テストエンジンを使用して & 有用的なMC-Con-201ト レーニング学習



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Salesforce MC-Con-201 Exam Syllabus Topics:

Section	Weight	Objectives
Analytics & Performance Insights	8%	- Standard dashboards and reporting selection - Marketing data visualization and performance insights
Consent	13%	- Consent data objects and records management - Consent banner configuration and collection methods - Consent management concepts and regulatory compliance
Agentforce & AI Innovation	11%	- Predictive AI capabilities and use cases - Conversational messaging with Agentforce - Marketing Agents for campaign and audience automation
Data Modeling, Identity Resolution & Segmentation	25%	- Data ingestion, segmentation and audience activation - Data 360 Data Model Objects (DMO) and data relationships - Identity Resolution and unified customer profiles
Platform Setup & Governance	13%	- Marketing Cloud Next environment provisioning and Data 360 setup - Business Units, governance model, roles and permissions - Domain authentication (DKIM, SPF) and IP configuration
Campaign Design, Flow Orchestration & Content	30%	- Personalization with Handlebars and dynamic content - Activation templates, landing pages and multi-channel design - Flow design, orchestration, triggers and messaging

>> MC-Con-201問題数 <<

MC-Con-201トレーニング学習 & MC-Con-201専門知識

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Salesforce Certified Marketing Cloud Next Consultant 認定 MC-Con-201 試験問題 (Q23-Q28):

質問 # 23

Northern Trail Outfitters (NTO) wants to send an immediate SMS message with a white paper link to anyone who submits a lead form on the company website. NTO needs to automate this response based on the real-time submission.

Which flow type should the Marketing Cloud Next Consultant configure to meet this requirement?

- A. Record-triggered
- **B. Automation event-triggered**
- C. Activation-triggered

正解: B

解説:

Automation event-triggered flow is the current verified answer. Salesforce specifically provides a Form Submission Automation Event that launches an automation event-triggered flow whenever a configured marketing form is submitted. Salesforce describes this flow type as the mechanism for automatically responding to events such as form submissions, subscription activity, orders, and other customer behaviors.

This precisely matches the requirement: the action must occur because the customer submitted a web form.

The event can launch the flow, after which the Send SMS Message functionality can deliver the white-paper link, subject to valid SMS consent and channel configuration.

An activation-triggered flow is driven by publication of Data 360 activation data and isn't the direct event architecture for an individual form submission. A standard record-triggered flow reacts to creation or changes of Salesforce records but is no longer the preferred Marketing Cloud Next mechanism when the triggering business event is a supported form submission.

Source distinction: the uploaded bank keys this question as C. However, current Salesforce documentation explicitly states that form-submission automation uses an Automation Event-Triggered Flow, and that this mechanism replaced form-triggered flows. Therefore the current verified answer is B.

Study Guide Reference: Campaign Design, Flow Orchestration and Content # Automation Event- Triggered Flows # Form Submission Events.

質問 # 24

A Marketing Cloud Next Consultant wants to build a messaging flow that delivers a notification to everyone that has active consent in SMS or Email. The notification must only be sent via one channel using the following logic.

* If the customer is opted in to both channels, the flow must route to their preferred channel.

* If they are opted out of their preferred channel, it must route to the alternative channel.

Which flow element and configuration should the consultant select to handle this routing?

- A. Add an Omni-Channel Routing action.
- **B. Add a Decision element with multiple configured outcomes.**
- C. Add several nested Decision elements.

正解: B

解説:

A Decision element with multiple outcomes is the appropriate Flow Builder design because the requirement is deterministic branching based on several consent and preference conditions. One Decision element can evaluate whether the customer has consent for both channels, which channel is preferred, and whether the preferred channel remains eligible. Each outcome can then connect to the appropriate Email or SMS messaging path.

Creating multiple nested Decision elements would technically introduce additional branches, but it unnecessarily complicates the flow. Good Flow architecture favors a single Decision element with clearly defined mutually exclusive outcomes when all routing conditions belong to the same logical evaluation. That design is easier to maintain, troubleshoot, and audit.

Omni-Channel routing serves a different purpose. It routes work items such as messaging sessions, cases, or conversations to service representatives or Agentforce agents. It isn't the standard mechanism for selecting a customer's outbound marketing channel based on consent.

Salesforce explicitly supports the Decision element in marketing flows, including Audience, Automation Event-Triggered, and Activation-Triggered flows. The uploaded master bank keys option A.

Study Guide Reference: Campaign Design, Flow Orchestration and Content # Flow Builder # Decision Elements and Branching

Logic.

質問 # 25

Northern Trail Outfitters wants to send a post-purchase follow-up message via WhatsApp. The message must include the Order Number from the purchase that triggered the send.

Which data source type should a Marketing Cloud Next Consultant configure to include the Order Number in the WhatsApp message?

- A. Salesforce Record
- **B. Event**
- C. Data Graph

正解: B

解説:

The correct data source is Event because the required Order Number belongs to the purchase event that initiated the marketing interaction. Marketing Cloud Next supports Event as a personalization data source for Email, SMS, and WhatsApp messages . Event-based personalization makes attributes carried by the triggering event available as merge fields within the message.

In this scenario, when the purchase occurs, the triggering event contains contextual transaction information such as the Order Number. The WhatsApp template can reference that event attribute directly without requiring the value to be separately persisted and retrieved through a Data Graph.

A Data Graph is more appropriate when personalization requires persistent customer-profile information or attributes from related Data 360 objects. A Salesforce Record source is appropriate when the content specifically needs fields from a CRM record supplied to the personalization context. Neither is necessary when the desired information originates directly from the event that triggered the message.

The uploaded master bank identifies option C. Salesforce's personalization reference confirms that Event is supported for WhatsApp and can supply event-based attributes to marketing content.

Study Guide Reference: Campaign Design, Flow Orchestration and Content # Content Personalization # Event Data Sources and WhatsApp Messaging.

質問 # 26

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 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.
- B. 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.
- **C. 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.**

正解: C

解説:

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.

質問 # 27

Northern Trail Outfitters wants to provide its marketing team with a deeper understanding of email campaign performance. The marketing manager needs to create a custom report that details unsubscribe reasons and failed send statuses, leveraging the unified data model.

Which component should the Marketing Cloud Next Consultant use to build this detailed report?

- A. The Marketing Insights for Agentforce Sales dashboard
- **B. A Lightning Report using the Marketing Performance Semantic Data Model**
- C. A custom report type based on the Campaign Member object

正解: B

解説:

The appropriate solution is a Lightning Report based on the Marketing Performance Semantic Data Model. Salesforce's marketing reporting architecture provides semantic-model-backed report types that combine message-definition and engagement information into a unified reporting layer. The Marketing Performance Semantic Model specifically contains information about message send definitions and engagement data, allowing marketers to create detailed custom analytics instead of being limited to predefined dashboards.

This is important because unsubscribe information and unsuccessful message delivery are engagement-level events rather than ordinary Campaign Member attributes. A Campaign Member-based custom report therefore lacks the complete messaging and engagement model required for this analysis. Marketing Insights for Agentforce Sales is also designed for sales-oriented marketing intelligence and isn't the custom reporting mechanism requested here.

The uploaded source identifies option B as the answer. Salesforce documentation confirms that the Marketing Performance Semantic Model contains send-definition and engagement data and is available for custom analytics reporting.

Study Guide Reference: Analytics and Performance Insights # Marketing Performance Intelligence # Semantic Data Models and Custom Reporting.

質問 # 28

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