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The Salesforce MCC-201 Exam consists of 60 multiple-choice questions, which have to be answered within 90 minutes. The passing score for the exam is 65%. The topics covered in the exam include Marketing Cloud Connect setup, data synchronization, subscriber management, and email campaigns.

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Salesforce Marketing Cloud Connect Essentials Sample Questions (Q79-Q84):

NEW QUESTION # 79

A company is hosting a series of events and wants its customers who register to enter into a journey. Which two methods are viable configurations for entry? Choose 2 answers

- A. A form hosted on the company website that fires the entry event via SOAP API.
- B. A Smart Capture form hosted in CloudPages that populates the entry source.
- C. A Smart Capture form hosted in CloudPages that updates a Profile attribute.
- D. A form hosted on the company website that fires the entry event via REST API.

Answer: A,B

NEW QUESTION # 80

Northern Trail Outfitters wants to connect relational data into their Journey without overloading the entry data. How should they connect the data?

- A. Data Designer
- B. Entry Source Data Extension
- C. Data Relationships
- D. Contact Configuration

Answer: A

Explanation:

To connect relational data into their journey without overloading the entry data, Northern Trail Outfitters should use Data Designer. Data Designer is a tool that allows marketers to create attribute groups that link different data sources in Contact Builder. This way, they can access relational data in decision splits and other journey activities without having to include all the data in the entry source data extension. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_co_data_designer.htm&type=5

NEW QUESTION # 81

Northern Trail Outfitters (NTO) wants its monthly distributor newsletter email to appear to be sent on behalf of the subscriber's account representative without segmenting the audience by sales representative.

How should this distributor-specific sender profile be configured in the Marketing Cloud?

Choose 2 answers

- A. Pick "Choose from list," selecting the from name and from email values from the list of account users.
- B. Utilize data extension AMPScript lookups to dynamically populate the from name and from email values.
- C. Populate substitution strings in the sender profile for the profile attributes containing from name and from email values.
- D. Match the external keys of the sender profile and data extension containing account representative details.

Answer: B,C

NEW QUESTION # 82

A retail company does business in both the United States and Canada.

a. They also have a loyalty program in which a customer can enroll. The company will provide a pre-segmented customer file, per campaign, which has a "Version" data field indicating the type of email the customer is to receive.

What question should be asked to determine a data/segmentation strategy?

Choose 2 answers

- A. Will multiple languages be used, with a "From Name" lookup table needed?
- B. Will version values/meanings change, precluding reusable AMPscript?
- C. Is the purpose of these emails for acquisition or retention or transactional?
- D. Will customers be able to sign up for the loyalty program at the store?

Answer: A,B

NEW QUESTION # 83

What action should be taken when using Contact Builder? Choose 2 answers

- Answer: A,B**

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