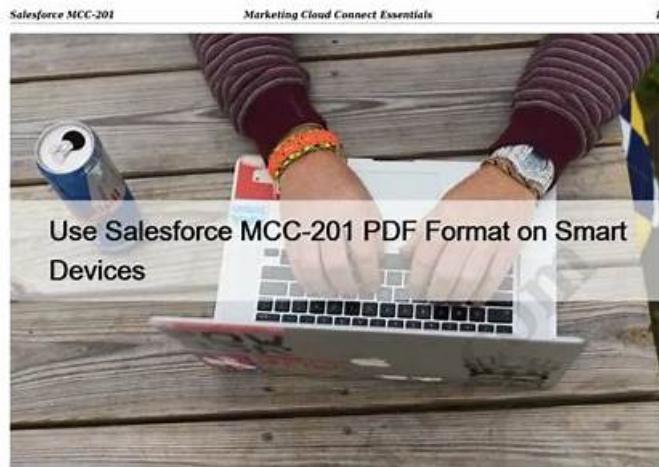# Free PDF Accurate Salesforce - MCC-201 Latest Demo

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Salesforce Marketing Cloud Connect Essentials Sample Questions (Q115-Q120):

NEW QUESTION # 115
Northern Trail Outfitters wants to build an abandoned cart journey which includes a Decision Split that evaluates if a customer has made a purchase after they enter the journey. Customer data is stored in a master data extension ans purchase data is stored in a second data extension.
Which two steps should they include to accomplish this journey?

- A. Use Data Designer in Contact Builder to relate the two data extensions.
- B. Utilize Entry Data on a Decision Split within Journey Builder.
- C. Configure activities within Automation Studio to update the purchase data.
- D. Create a Data Relationship in Email Studio to relate the two data extensions.

Answer: A,C

NEW QUESTION # 116
Northern Trail Outfitters wants to import their Sales Cloud data into Marketing Cloud to leverage it within Journey Builder. They have approximately 10 million customers and the data needs to be available with a delay of no more than 30 minutes. Only customers where the consent checkbox is selected in Sales Cloud should be imported, which represents approximately half of their customer database What should they implement?

- A. Synchronized Data Extensions with a filter
- B. Import from Salesforce Report in Automation Studio
- C. Event Data from the Entry Event in Journey Builder
- D. All Subscribers, since these are synchronized in real time

Answer: A

Explanation:
Synchronized data extensions are data extensions that are automatically populated with data from Sales Cloud objects using Marketing Cloud Connect. They can be configured with filters to limit the records that are imported based on criteria such as field values or record types. By using synchronized data extensions with a filter on the consent checkbox field, NTO can import their Sales Cloud data into Marketing Cloud and leverage it within Journey Builder. Synchronized data extensions can be refreshed as frequently as every 15 minutes, which meets the requirement of having no more than 30 minutes delay. Reference: https://help.salesforce.com/articleView?id=sf.mc_co_data_integration_synchronized_data_sources.htm&type=5 https://help.salesforce.com/articleView?id=sf.mc_co_implement_synchronized_data_sources_best_practices.htm&type=5

NEW QUESTION # 117
A school corporation uses one contact per parent/child combination, updating the email address based on who they are sending to. However, they would tike to pull data on which email addresses receive which emails.
What functionality could be used to accomplish this?

- A. Tracking Extract
- B. Send Log
- C. Data Views
- D. Recent Email Send Report

Answer: B

Explanation:
A send log is a data extension that captures information about each email send, such as subscriber key, email name, subject line, and send time. It can also capture custom fields that are populated at send time, such as email address or personalized content. A send log can be used to analyze which email addresses receive which emails and when. Reference: https://help.salesforce.com/articleView?id=sf.mc_es_send_logging.htm&type=5

NEW QUESTION # 118

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

Answer: C,D

NEW QUESTION # 119
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 # 120

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