

MCC-201 Exam Sample Questions - Training MCC-201 Materials

Salesforce MCC-201Marketing Cloud Connect Essentials1



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Salesforce Marketing Cloud Connect Essentials Sample Questions (Q64-Q69):

NEW QUESTION # 64

Northern Trail Outfitters (NTO) wants to find ways to better drive return on investment and growth via their marketing sends. They plan to centralize their analytics data to allow for a more efficient analysis of this data across all of their campaigns. NTO currently has Marketing Cloud, Sales Cloud, and a third-party warehouse service.

What product would help their use case?

- A. Interaction Studio
- **B. Datorama**
- C. Web Analytics Connector
- D. Report Studio

Answer: B

NEW QUESTION # 65

A customer executes a large number of sends via Marketing Cloud connect and is concerned about API limits. What should the consultant suggest to minimize the impact of Marketing Cloud Connect on daily API limits? Choose Two

- A. Turn off link details tracking
- **B. Turn off Individual Level Tracking**
- **C. Upgrade the MC account to ConnectedApp**
- D. Filter data

Answer: B,C

NEW QUESTION # 66

A consulting has a data extension that contains all current product information. The customer wants to refresh data each morning by importing a CSV containing today's product catalog. The product catalog is never the same; products can be added and removed. Which import type should be used?

- **A. Add/Update**
- B. Update Only
- C. Add Only
- D. Overwrite

Answer: A

NEW QUESTION # 67

What are two possible outcomes when "Multipart MIME" is selected during the send process? Choose 2 answers

- **A. Open and click activity are tracked in either version.**
- **B. An auto-generated text version will be sent with your HTML email.**
- C. A custom text version will be sent with your HTML email.
- D. The email will avoid detecting by various SPAM filters.

Answer: A,B

NEW QUESTION # 68

A customer wants to limit the number of emails a subscriber receives to a maximum of one email every 14 days. After the 14-day period, the subscriber is eligible to receive the next message.

What should a consultant recommend to meet this criteria?

- A. Create a suppression list populated with the identified subscribers.
- B. Query contacts from the Einstein Engagement Frequency data extension when creating the send.
- C. Import the identified subscribers into a list when creating the send.
- D. Create an exclusion data extension populated with the identified subscribers.

Answer: B

Explanation:

Querying contacts from the Einstein Engagement Frequency data extension when creating the send can be used to limit the number of emails a subscriber receives to a maximum of one email every 14 days. The Einstein Engagement Frequency data extension contains information about how often each subscriber engages with emails and what is their optimal send frequency. By filtering the data extension based on the optimal send frequency, the send can exclude subscribers who have already received an email within the last 14 days. Reference: <https://help.salesforce.com/s/articleView?>

id=sf.mc_as_data_view_einstein_engagement_frequency.htm&type=5

NEW QUESTION # 69

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