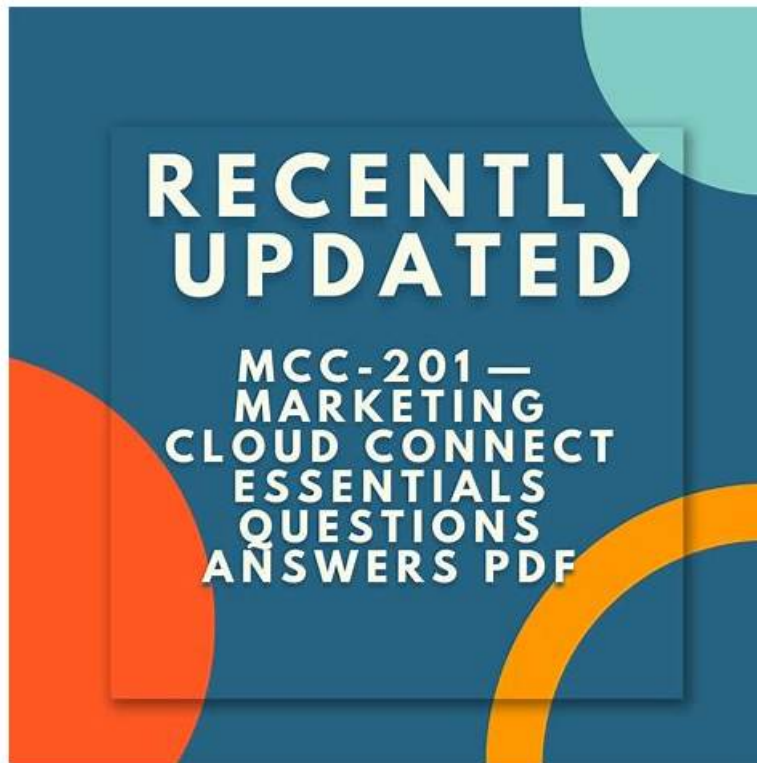


# MCC-201 Test Dumps: Marketing Cloud Connect Essentials & Marketing Cloud Connect Essentials Questions & Answers



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The Salesforce MCC-201 certification verifies that you have a basic understanding of Marketing Cloud Connect Essentials concepts and virtualization. Success in the MCC-201 exam of the Salesforce MCC-201 certificate also proves your knowledge of basic troubleshooting concepts and data center technology. When you earn the MCC-201 Certification you will get reliable exam guide materials.

Salesforce MCC-201 Exam is ideal for marketing professionals who want to improve their skills in marketing automation and data integration, as well as for Salesforce administrators and developers who want to expand their knowledge of Salesforce Marketing Cloud. Marketing Cloud Connect Essentials certification exam helps candidates to demonstrate their expertise in Marketing Cloud Connect and its features, and to showcase their ability to design and implement effective marketing campaigns through the integration of Sales Cloud and Marketing Cloud.

Salesforce MCC-201: Marketing Cloud Connect Essentials exam is an essential certification for professionals who want to demonstrate their expertise in integrating Salesforce Marketing Cloud with Salesforce Sales and Service Clouds. Marketing Cloud Connect Essentials certification validates your skills and knowledge and can help you to enhance your career prospects and earning potential. With proper preparation and study materials, you can pass the exam and stand out as a certified professional in the industry.

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To be eligible for the Salesforce MCC-201 exam, candidates must have a solid understanding of Salesforce CRM and Marketing Cloud, including the basics of email marketing, data management, automation, and reporting. They should also have hands-on experience in using Marketing Cloud Connect to integrate customer data from CRM into Marketing Cloud. Successful completion of the MCC-201 Exam demonstrates that the candidate has the knowledge and skills to leverage the full power of Marketing Cloud Connect to drive business results and deliver exceptional customer experiences. With this certification, professionals can enhance their career prospects and open up new opportunities in the field of marketing automation and customer relationship management.

## Salesforce Marketing Cloud Connect Essentials Sample Questions (Q91-Q96):

### NEW QUESTION # 91

A consultant wants to trigger an email whenever the status field on the Lead Object changes to Hot, Tracking data will need to be kept in the sales cloud.

Which three steps should the consultant use in the solution

- A. Write an Apex Trigger on the Lead object
- B. Create the triggered send definition in the marketing cloud
- C. Create the triggered send definition in the sales cloud
- D. Enable triggered sends on the Lead object in configuration
- E. Put a SOAP API in place via the marketing cloud API

**Answer: A,B,D**

### NEW QUESTION # 92

How are Publication Lists used?

- A. To build dynamic content rules by subscriber type
- B. To allow subscribers to opt-down/out instead of unsubscribing from all
- C. To send communication to all subscribers, regardless of opt-in status
- D. To manage subscribers in guided and triggered email sends

**Answer: B**

### NEW QUESTION # 93

Northern Trail Outfitters' account is configured with Multi-Org to leverage two Salesforce CRM accounts. In the Cloud Kicks business unit they want to disconnect the sandbox instance and connect the production instance.

What additional configuration changes should they make?

- A. Rename and delete sandbox synchronized data extensions before connecting.
- B. Remove existing user mappings, attribute mappings, and tracking subscriptions.
- C. Configure Multi-Org settings to account for two production instances in Setup.
- D. Update query activities that reference the synchronized data extensions.

**Answer: C**

### NEW QUESTION # 94

Northern Trail Outfitters (NTO) imports a file daily into Marketing Cloud of customers who have bought a tent from their website that day. They want to set up a month-long welcome Journey which sends emails specific to the purchase such as the type of tent, the available accessories for the tent, and care of the tent at different points throughout the Journey. NTO also recognizes that due to their competitive prices, they have had customers purchase more than one tent within a month.

What type of data should be used in the Decision Splits in their Journey to make sure the choices reflect the correct tent?

- A. Entry Data
- B. Contact Data
- C. Journey Data
- D. Salesforce Data

Answer: C

#### NEW QUESTION # 95

During discovery a consultant confirmed:

\*A master audience file containing contact information and data points will be used for segmentation and imported nightly.

\*The customer would like to implement a mechanism that consistently prevents sending promotional emails to subscribers who work for their top three competitors.

What feature should a consultant include in the solution?

- A. A global unsubscribe
- B. An auto-exclusion list
- C. An exclusion list
- D. An auto-suppression list

Answer: D

#### NEW QUESTION # 96

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