

# MCC-201 Trusted Exam Resource & Exam Questions

## MCC-201 Vce

Salesforce MCC-201Marketing Cloud Connect Essentials1



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Salesforce MCC-201 (Marketing Cloud Connect Essentials) Certification Exam is a valuable asset for professionals seeking a career in the marketing cloud industry. Marketing Cloud Connect Essentials certification validates the candidate's knowledge and skills in Marketing Cloud Connect, including synchronization, integration, and data management. Earning this certification can lead to career advancement opportunities and provides professionals with the skills and knowledge needed to help their organizations achieve marketing automation success.

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Salesforce MCC-201 Certification Exam aims to assess the candidate's understanding of the Marketing Cloud Connect features, such as synchronizing data, sending emails, and tracking results. Marketing Cloud Connect Essentials certification exam is ideal for professionals who want to demonstrate their expertise in integrating Salesforce and Marketing Cloud and enhancing their marketing efforts.

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Salesforce is a leading provider of cloud-based software for customer relationship management (CRM) and marketing automation. The Salesforce Marketing Cloud is a comprehensive suite of tools designed to help businesses engage with their customers across multiple channels, including email, social media, mobile messaging, and advertising. To become proficient in using the Marketing Cloud, Salesforce offers a range of certifications, including the MCC-201 (Marketing Cloud Connect Essentials) Exam.

To achieve the Salesforce MCC-201 certification, candidates must demonstrate their ability to configure and manage Marketing Cloud Connect, as well as troubleshoot common issues that may arise during the integration process. They must also have a strong understanding of the various Salesforce Marketing Cloud products and how they can be used to create and manage effective marketing campaigns. By passing this certification exam, professionals can prove their knowledge and expertise in Marketing Cloud Connect and enhance their career opportunities in the Salesforce ecosystem.

## Salesforce Marketing Cloud Connect Essentials Sample Questions (Q50-Q55):

### NEW QUESTION # 50

A customer wants to integrate a new dataset with pre-existing contacts. This data will be updated via separate data feeds from the main contact information.

What data model configuration should be recommended

- A. Create a new data extension and link it as a new population.
- B. Create additional attribute fields in the main contact data extension.
- C. A Create a new data extension and link it to the other data extension
- D. Create new Salesforce data and link it to the other data extensions.

**Answer: C**

Explanation:

To integrate a new dataset with pre-existing contacts, Northern Trail Outfitters should create a new data extension and link it to the other data extension. A data extension is a table that stores data in Marketing Cloud, such as contact information or purchase history. Data extensions can be linked by common fields or attributes using Contact Builder or SQL queries. Reference:

[https://help.salesforce.com/s/articleView?id=sf.mc\\_es\\_data\\_extensions.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_es_data_extensions.htm&type=5)

### NEW QUESTION # 51

Northern Trail Outfitters has acquired a new company and is importing customer data to Marketing Cloud. They want to ensure commercial emails are not sent to email addresses who have previously opted-out.

Which feature should they use?

- A. Suppression List
- B. Auto-suppression List
- C. Exclusion List
- D. Exclusion Script

**Answer: A**

### NEW QUESTION # 52

Northern Trail Outfitters wants to encourage customers who made a purchase on their website without leaving a review to come back and review their purchase. They want to use Journey Builder to automatically inject contacts who meet these criteria into a Journey.

What product should be recommended?

- A. Google Analytics 360
- B. Data Studio
- C. Audience Studio
- D. Web Analytics Connector

**Answer: A**

#### NEW QUESTION # 53

The marketing team at Northern Trail Outfitters is new to marketing Cloud and has very little coding experience. The team would like to take their built audience and serve personalized content based on a field in the data extension. Which solution the consultant recommend?

- A. AMPscript
- B. Separate template-based emails
- C. Dynamic Content Blocks
- D. Reference Content Blocks

**Answer: C**

Explanation:

To take their built audience and serve personalized content based on a field in the data extension without coding experience, Northern Trail Outfitters should use Dynamic Content Blocks. Dynamic Content Blocks are blocks that allow marketers to create personalized content based on rules and filters without coding. Dynamic Content Blocks can use subscriber attributes or behaviors from data extensions, lists, or journeys as criteria for displaying different content blocks or images. Reference: [https://help.salesforce.com/s/articleView?id=sf.mc\\_ceb\\_dynamic\\_content\\_blocks.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_ceb_dynamic_content_blocks.htm&type=5)

#### NEW QUESTION # 54

Northern Trail Outfitters wants to know the number of Contacts in their account. This information needs to be emailed to their Chief Marketing Officer on a weekly basis. What could be configured to meet this request?

- A. Query the \_Subscriber Data View and Extract it weekly
- B. Schedule the Contacts Counts Standard Report
- C. Query the \_Contact Data View and transfer it weekly
- D. Configure the Contact Extract Activity in Automation Studio

**Answer: D**

#### NEW QUESTION # 55

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