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To pass the MCC-201 certification exam, candidates are required to demonstrate a thorough understanding of Marketing Cloud Connect essentials and their integration with Salesforce CRM. MCC-201 exam consists of 60 multiple-choice questions, which need to be completed within 90 minutes. Candidates must achieve a passing score of 65% or higher to earn the certification. Preparing for the MCC-201 exam involves studying the official exam guide, taking practice tests, and gaining hands-on experience with Marketing Cloud Connect and Salesforce CRM.

Earning the MCC-201 Certification is a valuable achievement for marketing professionals who want to demonstrate their expertise in using Salesforce to drive successful marketing campaigns. Marketing Cloud Connect Essentials certification is recognized by employers and peers as a mark of proficiency in using Marketing Cloud Connect, and can help candidates stand out in a competitive job market.

## Salesforce Marketing Cloud Connect Essentials Sample Questions (Q129-Q134):

### NEW QUESTION # 129

The customer has these requirements for storing engagement data in their data warehouse:

- \* All email open and click activity must be pulled daily from the Marketing Cloud.
- \* Output files must meet the specific requirements for the data warehouse.
- \* All the activity must be provided via FTP in one file.

Which automation workflow meets the customer requirements?

- A. Extract activity of data view tables > Query activity to create the required file > Transfer activity
- **B. Query activity to pull data view information > Extract activity of data extension > Transfer activity**
- C. Report activity that generates Recent Send Summary report > Report delivered directly to FTP
- D. Extract activity of Tracking Extracts that combines data into required file > Transfer activity

**Answer: B**

### NEW QUESTION # 130

Northern Trail Outfitters wants to target Contacts in an abandoned cart Journey with a Facebook ad. An Ad Campaign Activity has been added to the Journey canvas.

Which extension product should be enabled to use the Ad Campaign Activity?

- A. Interaction Studio
- B. Social Studio
- **C. Advertising Studio**
- D. Audience Studio

**Answer: C**

#### **NEW QUESTION # 131**

Northern Trail Outfitters wants to send a welcome email to Contacts when a Contact record is added as a campaign Member to a 'Loyalty Member' Campaign in Sales Cloud.

Which method should they use to send the email from Marketing Cloud?

- A. Create a Journey with a Salesforce Campaign entry source and an Email Activity
- B. Use Content Builder Send Flow to send the email to the Salesforce Campaign
- C. Create a scheduled Automation with a Query Activity and a Send Email Activity
- **D. Create a Journey with a Salesforce Data entry source and an Email Activity**

**Answer: D**

Explanation:

To send a welcome email to contacts when a contact record is added as a campaign member to a 'Loyalty Member' campaign in Sales Cloud, Northern Trail Outfitters should create a journey with a Salesforce Data entry source and an email activity. A Salesforce Data entry source allows marketers to inject contacts into a journey based on changes or events in Sales Cloud objects, such as campaign members. An email activity allows marketers to send an email message to contacts in a journey. Reference: [https://help.salesforce.com/s/articleView?id=sfmc\\_jb\\_salesforce\\_data\\_event.htm&type=5](https://help.salesforce.com/s/articleView?id=sfmc_jb_salesforce_data_event.htm&type=5)

#### **NEW QUESTION # 132**

Northern Trail Outfitters has several business units (BU) and each BU uses specific data extensions, like Product Information.

How Should they configure these data sources?

- A. Use the File Transfer Activity to import data into each BU.
- B. Create a local copy of the product data in each BU.
- **C. Share data extensions from the top-level BU.**
- D. Give users the Administrator Role so they can see all of the data.

**Answer: C**

#### **NEW QUESTION # 133**

When Northern Trail Outfitters acquires a new customer, it would like to send a series of welcome messages on behalf of the brand with an optimized send time. New customers will be sent to Marketing Cloud via an hourly batch file drop.

Which solution should the consultant recommend?

- **A. Use Automation Studio to process and segment the new customers, and for the campaign sends and decisioning.**
- B. Use Automation Studio to process and segment the new customers, and use Email Studio for the campaign sends and decisioning.
- C. Use Automation Studio to process and segment the new customers, and use Journey Builder for the campaign sends and decisioning.
- D. Use Journey Builder to process and segment the new customers, and for the campaign sends and decisioning.

**Answer: A**

Explanation:

Automation Studio is a powerful tool that can process and segment data from a variety of sources, including hourly batch file drops from Marketing Cloud. Once the data is processed and segmented, Automation Studio can then be used to trigger sends and decisions for campaigns. This allows for a more efficient workflow and better control over the customer journey. Additionally, Automation Studio can be used to trigger automated, personalized emails and messages, as well as to monitor the performance of campaigns and analyze results. Reference: Salesforce Certified Marketing Cloud Consultant Exam Study Guide, [https://trailhead.salesforce.com/en/content/learn/modules/marketing\\_cloud\\_consultant\\_exam\\_guide/marketing\\_cloud\\_consultant\\_exam\\_guide\\_automation\\_studio](https://trailhead.salesforce.com/en/content/learn/modules/marketing_cloud_consultant_exam_guide/marketing_cloud_consultant_exam_guide_automation_studio).

#### **NEW QUESTION # 134**

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