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Salesforce MCC-201Marketing Cloud Connect Essentials1



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Salesforce Marketing Cloud Connect Essentials Sample Questions (Q15-Q20):

NEW QUESTION # 15

Northern Trail (NTO), a longtime Marketing Cloud customer, has decided to adopt Journey Build to help with the execution of their marketing programs. NTO does not want to duplicate efforts within the platform and has asked if they could be using Automation Studio entirely.

Which three tasks would a consultant suggest for using Documentary Builder instead of Automation Studio?

Choose 3 Answers

- A. Setting behavior-based goals
- B. Creating customer segments from multiple data extensions
- C. Building simple segmented campaigns without SQL queries
- D. Processing zipped encrypted files containing subscriber data
- E. Designing decision logic via an ... user interface.

Answer: A,C,E

Explanation:

Three tasks that a consultant would suggest for using Journey Builder instead of Automation Studio are:

Building simple segmented campaigns without SQL queries. Journey Builder allows marketers to create simple segmented campaigns using filters and rules without writing SQL queries. Automation Studio requires SQL queries for creating complex segments using data extensions.

Designing decision logic via an intuitive user interface. Journey Builder allows marketers to design decision logic using activities such as decision splits, engagement splits, or random splits via an intuitive user interface. Automation Studio requires scripting or coding for creating decision logic using activities such as script activities or verification activities.

Setting behavior-based goals. Journey Builder allows marketers to set behavior-based goals using criteria such as email opens, clicks, conversions, or custom events. Automation Studio does not have a feature for setting behavior-based goals.

Processing zipped encrypted files containing subscriber data is a task that a consultant would suggest for using Automation Studio instead of Journey Builder, as Automation Studio has activities such as file transfer activities or import file activities that can handle zipped encrypted files. Creating customer segments from multiple data extensions is a task that a consultant would suggest for using Automation Studio instead of Journey Builder, as Automation Studio has activities such as query activities or filter activities that can create customer segments from multiple data extensions. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_jb_journey_builder.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_as_automation_studio.htm&type=5

NEW QUESTION # 16

Northern Trail Outfitters (NTO) maintains a blog for key outdoor enthusiast influencers to use in sharing their experiences with NTO equipment and the outdoors. NTO also sends out a weekly email newsletter, and they want to include links to the latest blog entries as part of the newsletter.

Which two solutions could pull in the RSS feed at the time of send?

Choose 2 answers

- A. Personalization Strings
- B. Dynamic Content
- C. External Content
- D. AMPscript

Answer: A,C

NEW QUESTION # 17

Northern Trail Outfitters is sending to an audience of over one million subscribers. They will use 10 different personalized fields in the email which reside in multiple data extensions. The goal is a timely email send from start to finish as it contains a limited quantity, first come-first served, special offer.

How should they accomplish this task?

- **A. Use the Lookup AMPscript function in the email to pull the fields from the data extensions for each subscriber.**
- B. Enable Send Throttling on high to ensure the speed is increased to process the email as fast as possible.
- C. Create and populate profile attributes for each of the 10 data extension fields and schedule a send with high priority.
- D. Create and send to a sendable data extension containing those needed fields using a query activity.

Answer: A

NEW QUESTION # 18

Northern Trail Outfitters has been using Marketing Cloud for one of their brands for the last year and wants to migrate another brand to their portfolio. The two brands have contrasting target groups and identities so they need the emails and landing pages to have different styles that refrain from mentioning the other brand in any way.

What should be recommended?

- A. Request a second SAP for the existing business unit.
- B. Implement a new SSL Certificate for the new brand.
- **C. Create a new business unit for the new brand.**
- D. Request a Private Domain to be added to the existing business unit.

Answer: C

Explanation:

Creating a new business unit for the new brand can be used to have different styles and identities for the emails and landing pages. A business unit is a logical grouping of Marketing Cloud features, settings, users, and data that allows for brand separation within an account. A business unit can have its own sender profile, delivery profile, content, domains, and SAP. Reference:

https://help.salesforce.com/s/articleView?id=sf.mc_co_business_units.htm&type=5

NEW QUESTION # 19

Northern Trail Outfitters wants to suppress their highly engaged email subscribers (multiple opens and clicks for a target campaign) from active display campaigns to reduce overall cost and eliminate unnecessary targeting to the user.

What should be recommended?

- A. Mobile Studio
- B. Google Analytics 360
- **C. Advertising Studio**
- D. Einstein Engagement Scoring

Answer: C

Explanation:

Advertising Studio is a tool that allows marketers to create and manage advertising campaigns across various channels, such as display, social, and search. It can also leverage Marketing Cloud data and segments to target or suppress audiences based on their engagement behavior. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_as_advertising_studio_overview.htm&type=5

NEW QUESTION # 20

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