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Passing the Marketing Cloud Connect Essentials (MCC-201) exam requires the ability to manage time effectively. In addition to the Salesforce MCC-201 exam study materials, practice is essential to prepare for and pass the Salesforce MCC-201 Exam on the first try. It is critical to do self-assessment and learn time management skills.

The MCC-201 exam is a valuable credential for professionals who work in marketing automation and Salesforce integration. It demonstrates their expertise in Marketing Cloud Connect and their ability to create a seamless experience for customers. It also shows their commitment to continuous learning and professional development, which is highly valued in the industry.

Salesforce MCC-201 (Marketing Cloud Connect Essentials) Certification Exam is an essential certification for professionals working with Salesforce Marketing Cloud. MCC-201 exam validates the candidate's knowledge and skills in integrating and managing Marketing Cloud Connect, making them valuable assets to organizations that use Salesforce. Passing the certification exam demonstrates the candidate's proficiency in Marketing Cloud Connect, giving them a competitive edge in the job market.

Salesforce MCC-201 Exam is a great way to demonstrate your expertise in Marketing Cloud Connect Essentials. By passing MCC-201 exam, you will be able to show potential employers that you have the knowledge and skills needed to create effective marketing campaigns using the Marketing Cloud platform. Whether you're looking to advance your career or simply want to enhance your skills, the MCC-201 Exam is an excellent opportunity to do so.

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Salesforce Marketing Cloud Connect Essentials Sample Questions (Q26-Q31):

NEW QUESTION # 26

A customer wants to automate the send of a monthly promotional email. The customer will upload an audience file to their account's Enhanced FTP on a monthly basis on the 15th day of each month, expecting the email to be deployed upon completion of the import activity. However, if the 15th of the month falls on a Saturday or Sunday, the customer will provide the file on the Friday prior to the 15th and expect the promotional email to be sent on that Friday.

Given the customer's requirements, which method should be used to automate their monthly promotional email?

- A. Create a triggered automation that includes an import activity and triggered send.
- B. Create a scheduled daily automation that includes an import activity and user-initiated send.
- C. Create a scheduled monthly automation that includes an import activity and triggered send.
- D. Create a triggered automation that includes an import activity and user-initiated send.

Answer: D

NEW QUESTION # 27

Northern Trail Outfitters wants to implement a Welcome email. New subscribers signing up on their website should receive the email promptly. They are utilizing Marketing Cloud Connect to connect Sales Cloud and Marketing Cloud. Which solution should capture the new subscribers?

- A. File import to data extension
- B. Smart Capture form on website
- C. Batch file dropped to SFTP
- D. Salesforce Triggered Sends

Answer: D

NEW QUESTION # 28

A customer wants to create a loyalty program by Identifying all subscribers who clicked on a link within any email sent within the last six months. What should be recommended?

- A. Create and execute a Data Filter on the _Click data view.
- B. Create and execute a Tracking Extract.
- C. Create and execute a Subscriber Engagement report.
- D. Create and execute a SQL Query against the _Click data view.

Answer: D

NEW QUESTION # 29

A start-up meal delivery company recently launched in Canada to great success. Customers can order individual meal kits for up to six people or subscribe to a weekly meal kit delivery. As a new company, resources are limited, but demand is taxing their manual processes for sending out eCommerce messages, such as order confirmation and subscription confirmations. What recommendation would provide a scalable solution for the start-up?

- A. Triggered email sends to deliver transactional messages.
- B. A scheduled automation to send daily transactional messages.
- C. A manual email send for each transactional message.
- D. A file drop automation to send transactional messages.

Answer: A

NEW QUESTION # 30

What are data extension data retention policies?

- A. Settings to control when a data extension creates a back-up of the data it contains.
- B. Settings to prevent users from deleting a Data Extension created by another user.
- C. Settings to "soft" delete all data in a Data Extension so there is no data loss.
- D. Settings to define when a data extension or the data within the data extension is deleted.

Answer: D

NEW QUESTION # 31

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