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1. A customer wants to limit the number of emails a subscriber receives to a maximum of one email

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Earning the Salesforce MCC-201 certification demonstrates that you have the knowledge and skills needed to integrate Salesforce Marketing Cloud with Salesforce Sales and Service Clouds. It also shows that you have a deep understanding of the Marketing Cloud Connect Essentials and can use it to drive business value. Marketing Cloud Connect Essentials certification can help you to enhance your career prospects and increase your earning potential. It is also an excellent way to differentiate yourself from your peers and stand out as a credible professional in the industry.

Salesforce MCC-201 (Marketing Cloud Connect Essentials) Exam is a certification that validates the knowledge and skills of professionals who work with Salesforce Marketing Cloud and Marketing Cloud Connect. MCC-201 Exam is designed for individuals who have experience with Salesforce Marketing Cloud and want to demonstrate their expertise in integrating Marketing Cloud with other Salesforce products such as Sales Cloud, Service Cloud, and Community Cloud. MCC-201 exam measures the candidate's ability to configure and manage Marketing Cloud Connect, implement data synchronization between Marketing Cloud

and other Salesforce products, and troubleshoot common integration issues.

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Salesforce Marketing Cloud Connect Essentials Sample Questions (Q148-Q153):

NEW QUESTION # 148

Northern Trail Outfitters want to use the Out-of-the-Box (OOTB) Preference Center to allow the customers to manage their subscribers and have them updated Salesforce CRM using Marketing Cloud Connect.

Which two considerations should be made before implementing this solution? (Choose 2 answers)

- A. The OOTB Connector cannot update Salesforce Sales Cloud Directly
- B. The OOTB Preference Center does not support Person Account
- C. Contacts first added to all subscribers via Salesforce Entry Event in Journey Builder would not update.
- D. Multi-Org Connector does not support the OOTB Preference Center

Answer: A,B

NEW QUESTION # 149

Northern Trail Outfitters wants to connect relational data into their Journey without overloading the entry data.

How should they connect the data?

- A. Contact Configuration
- B. Data Relationships
- C. Data Designer
- D. Entry Source Data Extension

Answer: C

NEW QUESTION # 150

Northern Trail Outfitters wants to use Marketing Cloud to send notifications to customers when their orders are ready for in-store pickup. The notifications can be either SMS or email depending on their communications preference.

How should the consultant set this up?

- A. Create an Outbound Message in MobileConnect with AMPscript in body to trigger an email confirmation as a fallback.
- B. Journey Builder Transactional Send Journey.
- C. Journey Builder multi-step journey with an API entry event and a decision split.
- D. Automation with a Send SMS and Send Email activity in separate consecutive steps.

Answer: B

NEW QUESTION # 151

Northern Trail Outfitters wants a simple segmentation strategy for identifying subscribers for their emails.

What solution should they use?

- A. Data Extension Entry Source in Journey Builder with a filter

- Answer: D**

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?

- Answer: D**

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