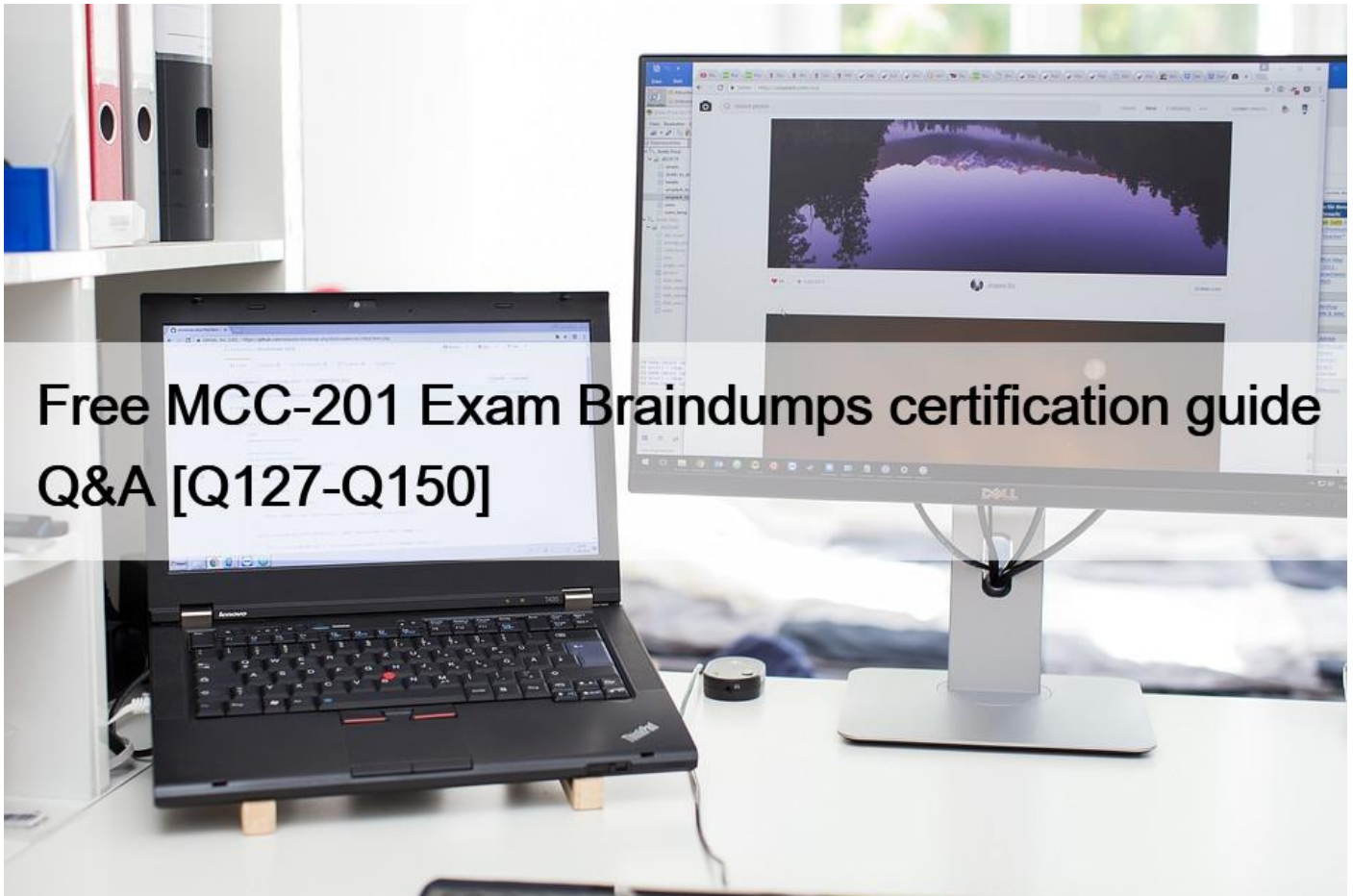# Free MCC-201 Exam Braindumps certification guide Q&A [Q127-Q150

Free MCC-201 Exam Braindumps certification guide Q&A
MCC-201 Certification Overview Latest MCC-201 PDF Dumps

Salesforce MCC-201 Exam Syllabus Topics:

TopicDetailsTopic 1- Explain how and why to bring Salesforce CRM data into the Marketing Cloud- Marketing Cloud Connect
    OverviewTopic 2- How to automate the sending of an email via a Triggered Email, Automation Studio, and Journey Builder
Topic 3- Overview of the Customer Success Platform- How to create a dashboard for Marketing Cloud tracking reportsTopic 4-
    How to create and automate tracking reports in the Marketing Cloud- Overview of the Marketing CloudTopic 5- Understand
    the tracking data available in the Marketing Cloud- Understand what happens when an email is sentTopic 6- How to create
    segments using Filters and the Query Activity- Salesforce Marketing Cloud OverviewTopic 7- How to synchronized data
    sources in Contact Builder- How to create and customize Marketing Cloud reports in the SalesTopic 8- Explain each of the
    Sales and Service Cloud Activites- Review of various ways to connect the CloudsTopic 9- Review of the pre-requisites for
    Marketing Cloud Connect- Review of what functionality can be accomplished in each cloud

NO.127 Northern Trail Outfitters is having their regional supplier conference and wants to allow attendees to request event-specific
safety notifications, schedule or room changes, and surprise pop-up sessions.

Which solution should they use?
* Keyword opt in and SMS Messaging
* Smart Capture and Triggered email messaging
* CloudPages opt in to Event Journey
* Existing Email Event Notification Subscription

NO.128 A customer needs to compare the engagement across three creative versions, and then send a follow-up email for those contacts who did not engage with any of the test versions.

Which sequence of activities would best accomplish this?
* Engagement Split > Send email > Wait > Random Split > Send email
* Random Split > Send email > Join > Decision Split > Wait > Send email
* Random Split > Send email > Wait > Engagement Split > Join > Send email
* Decision Split > Send email > Engagement Split > Send email

NO.129 Which statement is correct regarding tracking aliases? Choose 2 answers
* Tracking aliases are found in Tracking and some standard reports.
* Tracking aliases are associated with a URL in HTML as: tag=”alias text”.
* Tracking aliases can differentiate click activity in an email to the same URL.
* Tracking aliases are primarily relevant when used with email conversion tracking.

NO.130 Northern Trail Outfitters (NTO) uses the SAP domain comms.nto.com and has just opened an office in Australi a. They have created a business unit for their new office and want to use the domain comms.nto.com.au to send emails to their Australian customers.

What would be required to enable sending emails from their new domain without impacting deliverability?
* An additional IP address
* An additional Sender Authentication Package
* An additional private domain
* Register the new domain in Setup > From Address Management

NO.131 Northern Trail Outfitters wants to include a ‘view online’ link in an email template to enable users to view a web page version of the email.

Which personalization string should they include as the href attribute in the link?
* %%view_as_webpage%%
* %%view_email_url%%
* %%vawp%%
* %%view_online%%

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NO.133 Northern Trail Outfitters is using a Salesforce entry event in a Journey to send SMS to contacts located in the United States. They notice new SMS contacts are not receiving messages, and the mobile number in the Salesforce Entry Data Extension was missing the country code.

How could they resolve this issue?
* Select ‘Normalize Phone Number* in Journey settings.
* Format the phone field in Salesforce as +l[phonenumber],
* Select ‘US’ as the sending country in SMS activity.
* Configure the phone field in Salesforce as US locale.

NO.134 Northern Trail Outfitters receives data from their point-of-sale system every night. The file is placed on their Enhanced FTP, but there is not a consistent time or naming convention for the file.

In which two ways should they set up their automation to import the data from the file on a nightly bais? (Choose 2 answers)
* %%BASEFILENAME_FROM_TRIGGER%%
* %%BASEFILENAME_FROM_FILEDROP%%
* Scheduled Starting Source
* File Drop Starting Source

NO.135 Northern Trail Outfitters has determined they will initially deploy messaging to email and SMS channels, but also plan for social advertising. Customer data originates within their point-of-sale system which communicates to Marketing Cloud in real-time via API. They want to configure their customer data for long-term cleanliness and maintainability.

Which two best practices should be utilized? (Choose 2 answers)
* Configure Contact Builder to automatically generate a unique subscriber key.
* Define the subscriber key as a unique value that does not relate to a specific channel.
* Regularly merge duplicate contacts to keep tracking data accurately.
* When using an external database of record, utilize that system’s identifier as the contact key.

NO.136 Northern Trail Outfitters receives a nightly encrypted unsub file to their Marketing Cloud SFTP from a third-party email platform. These files are used to unsubscribe existing subscribers. They do not use Email Address as Subscriber Key.

What Automation Studio Activity sequence should be used to ensure the appropriate subscribers are unsubscribed from the All Subscriber List?
* Import File > Data Extract > File Transfer > Import File
* File Transfer > Import File > Query > Data Extract > File Transfer > Import File
* Import File > Query > Data Extract > File Transfer > Import File
* File Transfer > Import File > Data Extract > File Transfer > Import File

NO.137 Northern Trail Outfitters is investigating implementing MobileConnect to allow SMS messaging in their UK, Germany, and Swiss subsidiaries. Each subsidiary has its own business unit and they are trying to determine if a single long code could be used for all markets.

What functionality would tie to additional long code Implementation?
* Do they need to support UTF-8 characters in their SMS?
* Do they need to support different From Names by country?
* Do they need to have independent reporting on SMS sends by country?
* Do they need to support inbound messages in each country?

NO.138 Every day at 3 a.m., Northern Trail Outfitter’ (NTO) data lake instance starts generating a file that contains all records that should be sent one email or another for the next day’s marketing campaigns. The size of the file varies depending on the previous day’s tracking activity. As soon as the file is generated, NTO wants to import the data, segment the data, and then execute the daily sends.

What end-to-end process should deliver this efficiently?
* Scheduled Automation > File Transfer > Import > Series of Query Activities
* Triggered Automation > Import Activity > Series of Query Activities > Series of Sends
* Scheduled Automation > Import Activity > Series of Query Activities > Series of Sends
* Triggered Automation> Import > Data Extension Extract > Marketing Journey

NO.139 A marketer wants to create and edit email content, as well as generate reports and manage subscriber data.

Using the principle of least privilege, which two pre-defined roles should be assigned? Choose 2 answers
* Analyst
* Administrator
* Data Manager
* Content Creator

NO.140 A financial services customer wants to send email to customers who log in for the first on a new IP. This message should be deployed as fast as possible due to its sensitive content. The message contain information related to the login IP.

What should a consultant recommend to deploy the email?
* Inject the subscriber into a Journey.
* Use the Transactional Messaging API.
* Execute a Triggered Emails Interaction.
* Use a User-Initiated Emails Interaction.

NO.141 Northern Trail Outfitters sends a monthly loyalty balance email to inform members of their current points balance. Emails are segmented based on loyalty status, and no segment should contain more than 2500 contacts for any send.

What should be used to prevent emails from being sent if they exceed 2500 contacts7
* Verification Activity
* Script Activity
* Query Activity
* Stop Activity

NO.142 A financial company wans to use Marketing Cloud to send late payment notices to accounts whose payment due date lapsed the previous week. The company has shared the following:

*Payment.csv will arrive on the Enhanced SFTP each Monday at 1 a.m.

*Payments.csv will be encrypted.

*Payments.csv will contain data from the previous week.

*Late payment notices will be sent each Monday at noon.

*They need to receive a file containing customers who opened or clicked on the late payment notice email within five days after

send.

Which automation sequence represents a viable solution?
* File Transfer > Import File > Filter > Wait > Send Email > SQL Query > Wait > Data Extract > File Transfer
* Import File > File Transfer > SQL Query > Wait > Send Email > Wait > SQL Query > Data Extract > File Transfer
* File Transfer > File Transfer > Import File > SQL Query > Wait > Send Email > SQL Query > File Transfer
* File Transfer > Import File > Filter > Wait > Send Email > Wait > SQL Query > Data Extract > File Transfer

NO.143 A customer will provide a single daily file on the Marketing Cloud SFTP at 3 AM and needs an alert if the file is not present on time. The file needs to be: Imported into a staging data extension. Separated into two different

data extensions.

Which workflow should meet these requirements?
* Scheduled Automation: File Transfer Activity > Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
* Scheduled Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
* File Drop Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
* File Drop Automation: File Transfer Activity > Import File Activity > Filter Activity > SQL Query Activity 1

NO.144 A customer wants to capture and categorize email Not Sent events and begin identifying trends. They want to keep the data in Marketing Cloud and run queries against the dataset. The customer created a data extension to receive the information.

Which order of Automation Studio activities should be recommended?
* Data Extract with the Data Extension Extract type > File Transfer to Safehouse > File Transfer unzip > SQL Query
* SQL Query > Data Extract with the Data Extension Extract type > File Transfer to Safehouse > Import File
* Data Extract with the Tracking Extract type > File Transfer from Safehouse > File Transfer unzip > Import File
* Data Factory Utility > File Transfer from Safehouse > Import File > Data Extract with Tracking Extract type

NO.145 How do you use data designer to link the web analytics data to your subscriber data?
* Use a marketing cloud data extension

NO.146 Northern Trail Outfitters wants to send a weekly coupon campaign. They segment their audience using data from several data extensions, which results in an audience size of approximately 200,000 subscribers. They want to send a reminder three days later at the subscribers’ optimized send time.

What solution should they use?
* Automation Studio and Interaction Builder
* Journey Builder
* Automation Studio
* Automation Studio and Journey Builder

NO.147 Northern Trail Outfitters is expanding globally into 16 new countries and wants to start localizing their email content to speak to subscribers in their own language. They want to do this as efficiently as possible and are anticipating growth into other locales in the near future.

Which two options could be recommended? (Choose 2 answers)
* Leverage Content Builder to create email templates for each language and populate the templates via the UI.
* Leverage enhanced dynamic content blocks within Content Builder to create language-specific emails.
* Leverage personalization strings within the email template to pull in language-specific content.
* Leverage AMPscript within an email template to lookup subscriber language and personalize the email based on the value.

NO.148 A customer plans to configure multiple business units (BU) to support the digital marketing efforts of five international offices.

Which reasons warrants this implementation? Choose 2 answers.
* Support non-English responses with Reply Mail Management.
* Localized language and display options based on location and culture.
* Tracking information for campaigns sent by each office.
* Localized physical mailing address displayed in the default email footer

NO.149 Northern Trail Outfitters (NTO) wants to send out a communication to subscribers who have not made a purchase the last six months. Customer are often opted-in to more than one messaging channel. NTO would like to be able to communicate the same message across all channels.

Which flow would meet their needs?
* Query Activity > API Event > Automation Studio Activities
* Import Activity > Decision > Journey Activities
* Query Activity > Data Extension Entry Source > Journey Activates
* Salesforce Entry Event > Query Activity > Automation Studio Activities

NO.150 A customer wants to perform an email send to a subset of a Synchronized Data Extension filtered on custom object data and return tracking to the Sales Cloud.

What approach should the consultant recommend?

Choose 2 answers
* Use Data Stream to sync Sales Cloud objects to the Marketing Cloud.
* Use Data Filters or Query Activities to output a Sendable Salesforce Data Extension.
* Use Query Activities to create a Sendable Synchronized Data Extension.
* Use Data Filters to segment data to output a Sendable Data Extension

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