

[Q56-Q71 Accurate & Verified 2022 New MCC-201 Answers As Experienced in the Actual Test!



Accurate & Verified 2022 New MCC-201 Answers As Experienced in the Actual Test!

MCC-201 Certification Sample Questions certification Exam

Salesforce MCC-201 Exam Syllabus Topics:

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

Q56. Northern Trail Outfitters wants to provide near real-time data in a 30-day welcome journey.

Which data setup should they use for decision splits?

- * Journey Data queried from main data extension
- * Contact Data Mapped through Salesforce Marketing Cloud Profile Attributes
- * Journey Data using CRM Report Import Activity to Salesforce Data Extension
- * Contact Data using Synchronized Data Sources

Q57. Northern Trail Outfitters wants to query Marketing Cloud for send data across SMS, Push, and email.

What would a consultant recommend?

- * Contact History
- * Send Logs
- * Tracking Extracts
- * _Send Data Views

Q58. 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?

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

Q59. Northern Trail Outfitters (NTO) has doubled in size over the last couple of years. Because of this growth they have decided to organize their company into Business Units to better manage operations.

Which statement is correct regarding the Business Unit functionality within Marketing Cloud?

Choose 2 answers

- * Business Units can have more than one parent Business Unit.
- * Subscribers can only appear in one Business Unit.
- * Business Units can mirror an organization's operational structure.
- * Business Units can share information with other Business Units.

Q60. A customer frequently holds seminars and other events to interface with their customers. They plan to do the following:

- *Use SmartCapture forms to write data into event registration data extensions.
- *Cross-reference the records in each registration data extension with corresponding invitation email sends.
- *Send a follow-up email to customers who click on the registration link in the invitation email, but do not complete registration.

Which skill is needed to build an efficient solution?

- * AMPscript
- * SQL
- * HTML
- * CSS

Q61. If I want to introduce a new line of footwear. I am excluding anyone who does not have shoe as an attribute listed in their

preference center. I plan to send the emails daily. After a short time, I notice many people updating their preferences, and less emails are going out.

What is the issue causing less emails to go out? Select one.

- * High Watermark if journey builder
- * Preference center is too strict
- * Deliverability issues on account
- * Email frequency too high

Q62. What are data extension data retention policies?

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

Q63. A retail company's database of record resides at a 3rd-party company that also keeps track of purchase history.

That database only updates once a day where new records can be created and merged.

The database uses an 'Email ID' which is a numeric field that represents both the business unit and email address.

The company now wants to be able to send real-time Welcome emails to people (newly registered website users) who provide their email address in exchange for getting 10% off their first order, and ensure this send is connected to 'Email ID' in the database.

What key issue should be addressed?

Choose 3 answers

- * How will Marketing Cloud and the database sync up?
- * Will new users have an 'Email ID'?
- * What will be used as Subscriber Key?
- * What publication lists will be used?
- * Will the company need a custom preference center?

Q64. A publishing company has presented the following:

- * A need to send renewal reminders to customers whose subscriptions expire in 15 days and 7 days.
- * A campaign needs to be created and managed by a general marketing user who will not have administrative rights and who is not technical.
- * The customer's expiration date is included in the data file.

What component should the customer's solution include?

Choose 3 answers

- * Suppression list
- * Data Filter
- * Triggered Send
- * Template-based emails

* Automation Studio

Q65. 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?

Q66. A customer wants to reports on **Not Sent** contacts in Journey Builder.

Which method should be used?

- * Use the standard report **Subscribers Not Sent**.
- * Use an automation with Tracking Extract.
- * Create an Analytics Builder Discover report.
- * Query the **_sent** Data View for the contact's send status.

Q67. Northern Trail Outfitters (NTO) wants to use Marketing Cloud to solicit customer service feedback. If a customer indicates they are unhappy with the service they have received, NTO wants a new case to be created in Service Cloud. NTO is unsure of what is possible within Marketing Cloud but would like to use as much native functionality as possible.

What approach would a consultant recommend?

- * Use an Engagement Split to capture positive responses, and a Case Activity to create a new case in Service Cloud.
- * Use Automation Studio to capture positive or negative responses, and a Case Activity to create a new case in Service Cloud.
- * Use an AppExchange package to create a customized API integration between Marketing Cloud and Service Cloud.
- * Use an Engagement Split to capture positive or negative responses, and a Custom Activity to create a new case in Service Cloud.

Q68. Northern Trail Outfitters (NTO) wants email subscribers to adopt their app. They are investigating using MobileConnect features since over 90% of their subscribers provide a Mobile Phone Number when registering.

Which three considerations should be made before implementing MobileConnect?

Choose 3 answers

- * Long and Short Codes are not available for all countries.
- * NTO would be charged by mobile operators directly for messages.
- * Inbound messaging only works with local Long or Short Codes.
- * Not all countries are supported by MobileConnect.
- * Opting in for messages can only be done via inbound message.

Q69. A customer has curated a list of known email addresses belonging to competitors. They want to ensure none of these competitors receive their emails.

What should a consultant recommend?

- * Create an auto-suppression list populated with subscriber keys.
- * Populate a list using a query to exclude the subscriber key.
- * Create an exclusion list with the known email addresses.
- * Create an auto-suppression list populated with the known email addresses.

Q70. Northern Trail Outfitters wants to set up an automation that imports a file and sends an email to the contacts when the file is dropped on the SFTP. The name of the file will change, though it will always start with `thankyou_customers`.

How would they set up the Import Activity to know the name of the file?

- * Set File Naming Pattern to `%%AUTOMATED_FILENAME%%`
- * Set File Naming Pattern to `%%BASEFILENAME_FROM_TRIGGER%%`
- * Filename is automatically passed to Import Activity with File Drop Automations
- * Check the `Use filename from Automation` checkbox

Q71. A restaurant supply company captures email subscribers and leads through trade shows. This has always been a manual process with booth visitors leaving contact information in a fishbowl. The restaurant supply company is updating their process to an online sweepstakes entry that allows entrants to confirm opt-in for a monthly newsletter.

Which two components are appropriate for this solution? Choose 2 answers

- * CloudPage with Web Collect to add entrants in to a data extension
- * Send Email Activity with a link to a subscription center
- * CloudPage with Smart Capture to add entrants in to a data extension
- * Data extension with double opt-in status defined

Certification Topics of MCC-201 Exam PDF Recently Updated Questions:

<https://www.examcollectionpass.com/Salesforce/MCC-201-practice-exam-dumps.html>]