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# Question 1

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**Question Type:** MultipleChoice

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A subscriber asked to be removed from a customer's email list multiple times by replying directly to the customer's marketing message, but continues to receive emails.

Which steps will solve how replies are managed by the application?

Choose 3 answers

## Options:

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- A) Confirm that Reply Mail Management (RMM) is configured for the customer's account.
- B) Confirm that the RMM setting 'Unsubscribe Manual Requests' is set to YES.
- C) Confirm that the RMM setting 'Delete auto-replies and out-of-office replies' is set to NO.
- D) Confirm that an email address was provided as the Routing Address for Remaining Replies.
- E) Confirm that the subscriber's request contained one of the standard terms that qualify for automatic unsubscribe.

## Answer:

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A, B, D

## Question 2

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### Question Type: MultipleChoice

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To fuel their expansion, Northern Trail Outfitters (NTO) recently acquired Eagle Outfitters (EO). There is currently a 30 percent overlap between the guests of each brand and they will be pursuing cross-marketing opportunities. It was recommended that their Marketing Cloud account now include a separate business unit for EO and the company secure a new sender authentication package for EO using the private domain e-EO.com.

Select the statement that correctly describes the implication of this recommendation.

Choose 2 answers

### Options:

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- A) The IP address included in the sender authentication package will have the same reputation as the ones being used for NTO.
- B) The EO business unit can also have the NTO authentication package applied simultaneously for cross-marketing emails.
- C) The private domain, e-EO.com, will be used for all link wrapping, image URLs, and landing page URLs.
- D) The e-EO.com domain will act as the from address for the emails and authenticate using SPF, SenderID, and DKIM authentication.
- E) The email headers for EO will still reflect the private domain for NTO since that is the parent company.

### Answer:

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C, D

## Question 3

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**Question Type:** MultipleChoice

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The customer has these requirements for storing engagement data in their data warehouse:

- \* All email open and click activity must be pulled daily from the Marketing Cloud.
- \* Output files must meet the specific requirements for the data warehouse.
- \* All the activity must be provided via FTP in one file.

Which automation workflow meets the customer requirements?

### **Options:**

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- A)** Report activity that generates Recent Send Summary report > Report delivered directly to FTP
- B)** Extract activity of Tracking Extracts that combines data into required file > Transfer activity
- C)** Query activity to pull data view information > Extract activity of data extension > Transfer activity
- D)** Extract activity of data view tables > Query activity to create the required file > Transfer activity

**Answer:**

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C

## Question 4

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**Question Type:** MultipleChoice

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A daily deal website is concerned with their sender reputation and needs consistent visibility into subscribers who report their email as spam.

How can they determine which subscribers reported their email as spam so they can flag those records in their customer service database?

**Options:**

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- A) An automation that queries the Complaint data view.
- B) An automation that generates the Unsubscribe Event Extract.
- C) An automation that queries the Unsubscribe data view.
- D) An automation that generates the Complaint Tracking Extract.

**Answer:**

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A

## Question 5

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**Question Type:** MultipleChoice

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What are data extension data retention policies?

**Options:**

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

**Answer:**

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C

## Question 6

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**Question Type:** MultipleChoice

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Which data object should be used in conjunction with data extensions to create an opt- down strategy for customers?

### Options:

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- A) Profile attributes
- B) Preference attributes
- C) Publication Lists
- D) Preference Lists

### Answer:

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C

## Question 7

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**Question Type:** MultipleChoice

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What is a correct statement about Send Log data?

Choose 3 answers

**Options:**

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- A) Can be accessed via Query activities.
- B) Can be incorporated into standard reports.
- C) Can be stored for a set period of time.
- D) Can be added to a standard data view.
- E) Can be included in measures and filters.

**Answer:**

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A, C, E

## Question 8

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**Question Type: MultipleChoice**

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A customer would like to store financial data related to invoicing in its data extensions.



Which field type should be used?

**Options:**

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- A) Currency
- B) Decimal
- C) Number
- D) Float

**Answer:**

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B

## Question 9

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**Question Type: MultipleChoice**

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A consultant needs to send an email to subscribers who have made a purchase. The data used for the send exists on two data extensions--Subscribers and OrderTable, and the customer would like to include key information from both tables, such as:

\* CustomerID

- \* FirstName
- \* EmailAddress
- \* OrderID
- \* OrderDate
- \* ShippedDate

Which SQL statement should the consultant use?

**Options:**

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- A)** SELECT T1.CustomerID, T1.FirstName, T1. EmailAddress, T2.OrderID, T2.OrderDate, T2.ShippedDate FROM ' Subscribers OUTER JOIN OrderTable ON Subscribers.CustomerID=OrderTable.CustomerID
- B)** SELECT \* FROM Subscribers WHERE CustomerID, FirstName, EmailAddress, OrderID, OrderDate, ShippedDate - JOIN OrderTable On CustomerID=CustomerID
- C)** SELECT CustomerID, FirstName, EmailAddress, OrderID, OrderDate, ShippedDate FROM Subscribers INNER JOIN OrderTable ON CustomerID=CustomerID
- D)** SELECT T1.CustomerID, T1.FirstName, T1.EmailAddress, T2.OrderID, T2.OrderDate, T2.ShippedDate FROM Subscribers T1 INNER JOIN OrderTable T2 ON T1.CustomerID=T2.CustomerID

**Answer:**

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D

## Question 10

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**Question Type:** MultipleChoice

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A customer provides a file containing only new and updated subscriber records exported from its marketing database.

- \* The file will be uploaded to the customer's Enhanced FTP automatically at 3AM daily.
- \* The customer requires that the import completes prior to 4AM.
- \* On average, the file will contain about 2 million rows of data each day.

Based on the customer's requirements and recommended best practices, how should the daily file be imported?

### Options:

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- A) Import the file to a data extension, using the 'add and update' method.
- B) Import the file to a list, using the 'update only' method.
- C) Import the file to a list, using the 'add and update' method.
- D) Import the file to a data extension, using the 'overwrite' method.

**Answer:**

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A

**Explanation:**

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Since Record count is more than 500 K so DE is used. New and Update is already specified in question.

## Question 11

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**Question Type: MultipleChoice**

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Subscribers are collected on a customer's website whose subscription database of record is Salesforce Marketing Cloud. The customer sends up to 5 emails per week based on subscriber activity.

The list is:

- \* Compiled in a database in the website Content Management System (CMS).
- \* Imported into Marketing Cloud nightly at 11 p.m.

What action should be taken if a third party is sending a message for the customer outside of the Marketing Cloud?

### Options:

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- A) Engagement metrics will be passed into Marketing Cloud.
- B) They will need to integrate with the Marketing Cloud SOAP API.
- C) Unsubscribes should be synchronized between senders.
- D) The third-party send list should be pulled from the CMS

### Answer:

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B

## Question 12

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### Question Type: MultipleChoice

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A bank wants to send out a series of emails to new customers that open a checking or savings account. The emails will be used to educate and inform customers regarding their current account and other bank offerings

- \* Data for the campaign will be in two data extensions: Customer and New Accounts
- \* The Customer data extension is currently used for multiple campaigns and is updated at 1:00 a.m.
- \* The New Accounts data is encrypted and will be placed on the FTP at 10:00 p.m.

Which automated workflow meets the customer's requirements?

**Options:**

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- A)** A scheduled automation that starts at 2:00 a.m. that executes Data Extract Activity, Import Activity, Query Activity, Wait Activity, and Send Email Activity.
- B)** A triggered automation that executes File Transfer Activity, Import Activity, Query Activity, Wait Activity, and Send Email Activity.
- C)** A scheduled automation that starts at 2:00 a.m. that executes File Transfer Activity, Import Activity, Query Activity, Wait Activity, and Send Email Activity.
- D)** A scheduled automation that starts at 12:00 a.m. and executes a File Transfer Activity, Import Activity, Query Activities, Wait Activity, and Send Email Activity.

**Answer:**

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C

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