Free Questions for MCC-201 by dumpshq

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Question 1

Northern Trail Outfitters has recently configured MobileConnect and wants to perform single send-outs from within MobileConnect using data extensions that contain automatically refreshed segments.

Which two fields would need to be added to enable these data extensions for sending? (Choose 2 answers)

Options:

A- A field of Locale type containing the country code

B- A field of Text type containing the country code plus mobile number

C- A field of Locale type containing the locale code

D- A field of Phone type containing the mobile number

Answer:

A, D

Explanation:

To enable data extensions for sending SMS messages from MobileConnect, Northern Trail Outfitters should add two fields to their data extensions: a field of Locale type containing the country code and a field of Phone type containing the mobile number. These fields are required for MobileConnect to identify and send messages to mobile subscribers. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_moc_create_a_data_extension_for_mobileconnect.htm&type=5

Question 2

Question Type: **MultipleChoice**

Northern Trail Outfitters wants to capture dietary preferences for Contacts who have registered for an upcoming launch event. They have created a data extension of Contacts who have registered for the event and will send them an SMS message from MobileConnect asking them to reply with their dietary preference. When Contact reply to SMS message, the response message will be inserted into a data extension using AMPscript.

Which two MobileConnect templates should be used to send the SMS message and capture the responses?

Options:

A- Text Response

B- Info Capture

C- Outbound

D- Data Capture

Answer:

A, D

Explanation:

To send an SMS message and capture the responses in a data extension using AMPscript, Northern Trail Outfitters should use two MobileConnect templates: Text Response and Data Capture. Text Response is a template that allows marketers to send a text message to a mobile number and receive a reply. Data Capture is a template that allows marketers to use AMPscript to insert the reply into a data extension. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_moc_text_response.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_moc_data_capture.htm&type=5

Question 3

Question Type: **MultipleChoice**

Northern Trail Outfitters (NTO) maintains a blog for key outdoor enthusiast influencers to use in sharing their experiences with NTO equipment and the outdoors. NTO also sends out a weekly email newsletter, and they want to include links to the latest blog entries as

part of the newsletter.

Which two solutions could pull in the RSS feed at the time of send?

Choose 2 answers

Options:

A- Dynamic Content

B- AMPscript

C- Personalization Strings

D- External Content

Answer:

B, D

Explanation:

Two solutions that could pull in the RSS feed at the time of send for Northern Trail Outfitters' weekly email newsletter are:

AMPscript. AMPscript is a scripting language that can be used to retrieve and display dynamic content from external sources, such as RSS feeds, in emails.

External Content. External Content is a feature that allows marketers to create blocks of content from external sources, such as RSS feeds, in Content Builder.

Dynamic Content is not a solution for pulling in RSS feeds, as it is used to display different content based on subscriber attributes or rules. Personalization Strings are not a solution for pulling in RSS feeds, as they are used to display subscriber or account information in emails. Reference: https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-programmatic-content.meta/mc-programmatic-content/ampscriptUseCasesRetrieveRSSFeed.htm
https://help.salesforce.com/s/articleView?id=sf.mc_ceb_external_content_blocks.htm&type=5

Question 4

Question Type: **MultipleChoice**

A customer is connecting Sales Cloud with Marketing Cloud. The connection was successful, however, the team is unable to view or sync Sales Cloud objects in Contact Builder.

How should a consultant begin troubleshooting the connection?

Options:

A- Create and send an email in Email Studio to test the connection and validate tracking.

B- Validate Marketing Cloud and Sales Cloud users have access to the business unit.

C- Create new Marketing Cloud and Sales Cloud users and perform a new installation.

D- Validate Marketing Cloud and Sales Cloud permissions for the connecting users.

Answer:

D

Explanation:

To troubleshoot the connection between Sales Cloud and Marketing Cloud, a consultant should start by validating Marketing Cloud and Sales Cloud permissions for the connecting users. The connecting users are the users who authenticated Marketing Cloud Connect in both systems. They need to have certain permissions and roles in both systems to enable full functionality of Marketing Cloud Connect. Reference:

https://help.salesforce.com/s/articleView?id=sf.mc_co_troubleshoot_marketing_cloud_connect_configuration_issues.htm&type=5

Question 5

Question Type: **MultipleChoice**

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

Which method should be used?

Question 6

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)

Options:

A- Configure Contact Builder to automatically generate a unique subscriber key.

B- Define the subscriber key as a unique value that does not relate to a specific channel.

C- Regularly merge duplicate contacts to keep tracking data accurately.

D- When using an external database of record, utilize that system's identifier as the contact key.

Answer:

B, D

Explanation:

Two best practices that should be utilized for configuring customer data for long-term cleanliness and maintainability are:

When using an external database of record, utilize that system's identifier as the contact key. This will ensure that contacts can be identified and tracked across different channels and platforms using a consistent and persistent value.

Define the subscriber key as a unique value that does not relate to a specific channel. This will allow contacts to change their email or mobile device without affecting their subscriber key or losing their tracking history.

Configuring Contact Builder to automatically generate a unique subscriber key is not recommended, as it may create duplicate or inconsistent records if contacts already have an identifier in another system. Regularly merging duplicate contacts is not a best practice, but rather a remedial action that should be avoided by using proper data hygiene techniques. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key.htm&type=5

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