Free Questions for MCC-201 by certscare

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Question 1

Northern Trail Outfitters (NTO) wants its monthly distributor newsletter email to appear to be sent on behalf of the subscriber's account representative without segmenting the audience by sales representative.

How should this distributor-specific sender profile be configured in the Marketing Cloud?

Choose 2 answers

Options:

A) Pick 'Choose from list,' selecting the from name and from email values from the list of account users.

B) Utilize data extension AMPScript lookups to dynamically populate the from name and from email values.

C) Match the external keys of the sender profile and data extension containing account representative details.

D) Populate substitution strings in the sender profile for the profile attributes containing from name and from email values.

Answer:

B, D

Question 2

A large retail company has selected Marketing Cloud and has asked to be fully migrated from their existing platform in three weeks. They have communicated the following:

* They currently have 3 million customers.

* They email customers twice a week with no known deliverability issues.

* Their contract includes one Sender Authentication Package (SAP).

What response articulates proper IP warming?

Choose 2 answers

Options:

A) IP ramp-up takes four to six weeks to be able to fully send to all 3 million customers.

B) IP ramp-up can be accelerated by migrating to pre-warmed IP addresses.

C) IP ramp-up is important to establish a positive sender reputation.

D) IP ramp-up can be bypassed, given their historical lack of deliverability issues.

Question 3

Question Type: **MultipleChoice**

A consultant is configuring Marketing Cloud Connect in Marketing Cloud. The customer requires that integrated users only have access to Sales Cloud data visible to them in their Salesforce account.

How would the consultant ensure that this requirement is met?

Options:

A) Check the Scope by User box in Marketing Cloud.

B) Create a User in Sales Cloud with a System Administrator Profile.

C) Ensure that the User has the correct profile in Marketing Cloud.

D) Ensure that the User is assigned as System Administrator in Sales Cloud.

Answer:

A

Question 4

A customer wants to send an email from Sales Cloud on behalf of the record owner.

How should the consultant meet this requirement?

Choose 2 answers

Options:

A) Use the Organization-Wide Email address.

B) Use a custom Delivery Profile.

C) Use a custom Send Classification.

D) Use the Send From Record Owner option

Answer:

C, D

Question 5

A user in Marketing Cloud needs to send an email to a Salesforce Report via a Guided Send process.

How should the consultant meet this requirement?

Options:

A) Create a Salesforce Data Extension for the user to select during a Guided Send.

B) Assign the integrated user the Marketing Cloud AppExchange User permission set in Sales Cloud.

C) Create data validation rules for the integrated user in Sales Cloud.

D) Add custom links to the page layouts in Marketing Cloud

Answer:

A

Question 6

Northern Trail Outfitters (NTO):

* Employs Email Specialists responsible for creating content, testing, sending emails, defining the activities for Automation Studio, and creating automations.

* Prefers not to use custom roles unless it is absolutely necessary.

* Email Specialist resides in multiple business units.

Using best practices, how should a consultant create and assign roles for NTO?

Options:

A) Create a custom Email Specialist role with needed permissions and assign it to the Email Specialists.

B) Alter the roles of Content Creator and Data Manager by denying permissions and then assign the roles to the ' Email Specialists.

C) Check 'Allow' automation permissions for the Content Creator Role and assign it to the Business Units.

D) Check 'Allow' automation permissions for the Content Creator Role and assign it to the Email Specialists

Answer:

D

Question 7

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

Options:

A) Use Data Stream to sync Sales Cloud objects to the Marketing Cloud.

B) Use Data Filters or Query Activities to output a Sendable Salesforce Data Extension.

C) Use Query Activities to create a Sendable Synchronized Data Extension.

D) Use Data Filters to segment data to output a Sendable Data Extension

Answer:

A, B

Question 8

Northern Trail Outfitters (NTO) needs to provide an IT staff member with access to Marketing Cloud. The staff member needs to perform the following tasks:

* Maintain NTO's master suppression list

* Configure data relationships

* Create new subscriber attributes

Which role should be assigned to the IT staff member?

Options:

A) Analyst

B) Data Manager

C) Administrator

D) Content Creator

Answer:

B

Question 9

Question Type: MultipleChoice

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

Options:

A) Business Units can have more than one parent Business Unit.

B) Subscribers can only appear in one Business Unit.

C) Business Units can mirror an organization's operational structure.

D) Business Units can share information with other Business Units.

Question 10

Question Type: MultipleChoice

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.

Options:

A) Support non-English responses with Reply Mail Management.

B) Localized language and display options based on location and culture.

C) Tracking information for campaigns sent by each office.

D) Localized physical mailing address displayed in the default email footer

Answer:

B, C