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Question 1

Question Type: MultipleChoice

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

Options:

- A-** Leverage personalization strings within the email template to pull in language-specific content.
- B-** Leverage AMPscript within an email template to lookup subscriber language and personalize the email based on the value.
- C-** Leverage Concept Builder to create email templates for each individual language and populate the templates via the UI.
- D-** Leverage enhanced dynamic content Mocks within Content Builder to create language-specific emails.

Answer:

B, D

Explanation:

Two options that could be recommended for localizing email content to speak to subscribers in their own language are:

Leverage AMPscript within an email template to lookup subscriber language and personalize the email based on the value. AMPscript is a scripting language that allows marketers to perform complex tasks within messages, such as looking up data from data extensions, applying conditional logic, or displaying dynamic content based on subscriber attributes or behaviors.

Leverage enhanced dynamic content blocks within Content Builder to create language-specific emails. Enhanced dynamic content blocks are blocks that allow marketers to create personalized content based on rules and filters without coding.

Leveraging personalization strings within the email template will not help with localization, as they are used for inserting simple subscriber attributes or system information into messages. Leveraging Content Builder to create email templates for each individual language will not be efficient or scalable, as it will require creating and maintaining multiple templates for each message. Reference:

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

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

Question 2

Question Type: MultipleChoice

Northern Trail Outfitters and its subsidiaries use Sales Cloud and marketing Cloud to send customers frequent email communications of new products and updates on their portfolios. They have noticed the messages and branding being sent varies greatly and would like to

create a better customer experience.

What extension product should be considered to unify the messaging and branding of these communications while still allowing personalization and timing of campaigns?

Options:

- A- Einstein Content Selection
- B- Distributed Sending
- C- Marketing Cloud Connect
- D- Distributed Marketing

Answer:

B

Explanation:

To unify the messaging and branding of communications while still allowing personalization and timing of campaigns, Northern Trail Outfitters and its subsidiaries should use Distributed Marketing. Distributed Marketing is a tool that allows marketers to create consistent and compliant messages in Marketing Cloud and distribute them to Sales Cloud or Service Cloud users for sending. Distributed Marketing allows Sales Cloud or Service Cloud users to personalize and schedule messages based on their customer interactions and preferences. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_dm_distributed_marketing.htm&type=5

Question 3

Question Type: MultipleChoice

A new Marketing Cloud (MC) customer wants to now implement a Sales Cloud instance to go along with their MC Instance. The MC has been live for a year now, where the primary key for records has been the Email Address.

Which two options would prevent the customer from duplicating records? Choose 2 answers

Options:

- A-** Upload CSV with Migrated Subscriber Keys to All Subscribers.
- B-** Get existing records updated with new Keys sourced from Sales Cloud instance;
- C-** Continue as normal, as Marketing Cloud Contact Models will dedupe keys by Email Address.
- D-** Purge the current records and carries on with new keys sourced from Sales Cloud

Answer:

B, C

Explanation:

Two options that would prevent the customer from duplicating records when implementing a Sales Cloud instance are:

Get existing records updated with new Keys sourced from Sales Cloud instance. This option will allow the customer to update their existing records in Marketing Cloud with new keys that match their Sales Cloud records, such as Contact ID or Lead ID. This will ensure data consistency and avoid duplication across both systems.

Continue as normal, as Marketing Cloud Contact Models will dedupe keys by Email Address. This option will allow the customer to continue using Email Address as their primary key in Marketing Cloud, and rely on Marketing Cloud Contact Models to dedupe keys by Email Address when syncing data from Sales Cloud. This will ensure data accuracy and avoid duplication within Marketing Cloud.

Uploading CSV with Migrated Subscriber Keys to All Subscribers will not prevent duplication, as it will create new records in Marketing Cloud with different keys than the existing records. Purging the current records and carrying on with new keys sourced from Sales Cloud will result in data loss and potential compliance issues. Reference:

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

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

Question 4

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) imports a file daily into Marketing Cloud of customers who have bought a tent from their website. They want to set up month-long welcome Journey which sends emails specific to the purchase such as the type of tent, they average accessories for the tent, and care of the tent at different points throughout the Journey. NTO also reorganizes that due to their .. prices, they have had customers purchase more than one tent within a month.

What type of data should be used in the Decision Splits in their Journey to make sure the choices reflect the correct tent?

Options:

- A- Journey Data
- B- Salesforce Data
- C- Contact Data
- D- Entry Data

Answer:

D

Explanation:

To make sure the decision splits reflect the correct tent for each customer, Northern Trail Outfitters should use Entry Data as the type of data in the decision splits. Entry Data is the data that is captured at the time of entry into a journey and remains static throughout the journey. Entry Data can include data from data extensions, Salesforce objects, or API events. Using Entry Data will ensure that the

decision splits are based on the tent that each customer bought at the time of entry, and not affected by any subsequent purchases or data changes. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_jb_entry_data.htm&type=5

Question 5

Question Type: MultipleChoice

Northern Trail Outfitters uses a Salesforce Data Entry Source in their Journey that injects Salesforce Order when they are either create update with a status of New, Currently Knitting, Shipped, and Complete. Their Journey works when orders are created, but they noticed it does not injected customers when their status is updated.

What could be causing this?

Options:

- A-** Orders should be set up to allow injection upon update in Connect Configuration
- B-** The associated Contact should be updated to be injected.
- C-** Synchronized Data Sources poll changes every 15 minutes at the quickest.
- D-** Orders are not being updated from not meeting criteria to meeting criteria

Answer:

D

Explanation:

The reason why the Journey does not inject customers when their order status is updated is that orders are not being updated from not meeting criteria to meeting criteria. A Salesforce Data Entry Source only injects records into a journey when they change from not meeting the entry criteria to meeting the entry criteria. For example, if the entry criteria is order status equals New, then only orders that change from a different status to New will be injected into the journey. Orders that are created with a status of New or change from New to another status will not be injected into the journey. Reference:

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

Question 6

Question Type: MultipleChoice

An analytics team wants to get real-time updates on transactional email metrics, specifically Sent and Not Sent, to ensure they are fulfilling a legal obligation due to the nature of their messages.

Options:

- A- Event Notification Service
- B- Platform Events API
- C- Data View Export with every send
- D- Data Retrieves on the Send Object

Answer:

C

Explanation:

To get real-time updates on transactional email metrics, such as Sent and Not Sent, Northern Trail Outfitters should use Event Notification Service. Event Notification Service is a feature that allows marketers to receive real-time notifications of email tracking events via webhooks or APIs. Event Notification Service can help marketers monitor and troubleshoot transactional email sends and ensure compliance with legal obligations. Reference:
https://help.salesforce.com/s/articleView?id=sf.mc_es_event_notification_service.htm&type=5

Question 7

Question Type: MultipleChoice

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?

Options:

- A- Data Extract with the Data Extension Extract type > File Transfer to Safehouse > File Transfer unzip > SQL Query
- B- SQL Query > Data Extract with the Data Extension Extract type > File Transfer to Safehouse > Import File
- C- Data Extract with the Tracking Extract type > File Transfer from Safehouse > File Transfer unzip > Import File
- D- Data Factory Utility > File Transfer from Safehouse > Import File > Data Extract with Tracking Extract type

Answer:

C

Explanation:

To capture and categorize email Not Sent events and insert them into a data extension using Automation Studio, Northern Trail Outfitters should use the following order of activities:

Data Extract with the Tracking Extract type. This activity will extract tracking data, such as Not Sent events, from Marketing Cloud and place a zipped file in the Safehouse.

File Transfer from Safehouse. This activity will move the zipped file from the Safehouse to an Enhanced FTP location.

File Transfer unzip. This activity will unzip the file and place it in an Enhanced FTP location.

Import File. This activity will import the file into a data extension.

Data Extension Extract is not a valid extract type for tracking data. SQL Query is not an activity that can insert data into a data extension from a file. Data Factory Utility is not a valid activity in Automation Studio. Reference:

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

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

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

Question 8

Question Type: MultipleChoice

Northern Trail Outfitters wants to encourage customers who made a purchase on their website without leaving a review to come back and review their purchase. They want to use Journey Builder to automatically inject contacts who meet these criteria into a Journey.

What product should be recommended?

Options:

- A- Audience Studio
- B- Web Analytics Connector
- C- Data Studio
- D- Google Analytics 360

Answer:

D

Explanation:

To encourage customers who made a purchase on their website without leaving a review to come back and review their purchase, Northern Trail Outfitters should use Google Analytics 360. Google Analytics 360 is a tool that allows marketers to measure website activity and behavior, such as purchases and reviews, and create audiences based on those metrics. These audiences can then be used as entry sources for journeys in Marketing Cloud that send targeted messages to customers. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_co_google_analytics_360_integration_overview.htm&type=5

Question 9

Question Type: MultipleChoice

Northern Trail Outfitters wants to import new contacts gathered from an external web form. The entries are being collected at high frequency, potentially thousands per minutes. The data does not need to be immediately ingested into Marketing Cloud as it is used in a daily scheduled automation.

What Should be recommended?

Options:

- A- Create this as a Journey Data Source via Journey Builder.
- B- Push each new record into Marketing Cloud vis Platform Event API on form submit.
- C- Perform a daily bulk export to SFTP for import via Automation.
- D- Recreate this external web form inside Marketing Cloud.

Answer:

C

Explanation:

To import new contacts gathered from an external web form at high frequency into Marketing Cloud, Northern Trail Outfitters should perform a daily bulk export to SFTP for import via automation. This will allow them to batch the contacts into one file per day and import them into Marketing Cloud using an automation that runs at a scheduled time. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_as_import_activity.htm&type=5

Question 10

Question Type: MultipleChoice

A customer has a robust Sales Cloud org with several custom objects. Historically, they have created complex reports, referencing many custom objects, to target subscribers and exported them to another email system for deployment. With the implementation of Marketing Cloud Connect, the customer wants to simplify the sending process using Marketing Cloud with as little additional setup as possible.

What should a consultant recommend to meet this criteria?

Options:

- A-** Continue to build reports in Sales Cloud and import it to Marketing Cloud for sending.
- B-** Create a Journey and use Salesforce Data and the Reports object as the Entry Source.
- C-** Sync all custom objects to Marketing Cloud and recreate the reports for sending.
- D-** Continue to build reports in Sales Cloud and select the reports in Marketing Cloud.

Answer:

B

Explanation:

To simplify the sending process using Marketing Cloud with as little additional setup as possible, the customer should create a journey and use Salesforce Data and the Reports object as the entry source. This will allow them to use their existing complex reports in Sales Cloud as criteria for injecting contacts into the journey and sending them emails. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_jb_salesforce_data_event.htm&type=5

Question 11

Question Type: MultipleChoice

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 basis? (Choose 2 answers)

Options:

A- %%BASEFILENAME_FROM_TRIGGER%%

B- %%BASEFILENAME_FROM_FILEDROP%%

C- Scheduled Starting Source

C- File Drop Starting Source

Answer:

B, C, C

Explanation:

This allows you to specify the exact name of the file when running the automation. The File Drop Starting Source is an automation activity that allows you to specify the source of the File Drop as either a Scheduled or Manual event. This allows you to control when the data is imported from the Enhanced FTP file.

To set up their automation to import the data from the file on a nightly basis, Northern Trail Outfitters should use two ways to start their automation:

File Drop Starting Source. This is a trigger that starts an automation when a file is dropped in an Enhanced FTP folder or an external SFTP location.

Scheduled Starting Source. This is a trigger that starts an automation at a specified date and time or at recurring intervals.

%%BASEFILENAME_FROM_TRIGGER%% and %%BASEFILENAME_FROM_FILEDROP%% are not starting sources, but variables that can be used in file transfer or import activities to reference file names. Reference:

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

Question 12

Question Type: MultipleChoice

Northern Trail Outfitters wants to target all customers who have registered to receive Push Notifications. Their app uses the Mobile Push SDK.

In which two ways should this segment be created?

Options:

- A-** Using Mobile Studio, create a Mobile Push Filtered List then filter on the MobilePush Demographics attribute group.
- B-** Using Automation Studio, query the _MobilePushDemographics Data View and save this to a data extension.
- C-** Using Journey Builder, target the entire customer database then filter using MobilePush Demographics attribute group.
- D-** Using Contact Builder, create a Filter Data Extension from AB Contact where there is record in MobilePush Demographics.

Answer:

A, B

Explanation:

To target all customers who have registered to receive push notifications, Northern Trail Outfitters can use two ways to create this segment:

Using Mobile Studio, create a Mobile Push Filtered List then filter on the MobilePush Demographics attribute group. This is a user-friendly tool that allows marketers to segment their mobile push audience based on criteria and conditions without coding.

Using Automation Studio, query the _MobilePushDemographics Data View and save this to a data extension. This is a more advanced tool that allows marketers to segment their mobile push audience using SQL queries and data views.

Using Journey Builder or Contact Builder are not ways to create segments for mobile push audiences, as they are used for different purposes. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_moc_create_a_filtered_list.htm&type=5

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

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

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