



Free Questions for MCC-201 by actualtestdumps

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Question 1

Question Type: MultipleChoice

After implement Marketing Cloud Connect, the customer notices tracking details from Email Studio initiated sends are not being sent back to Sales Cloud.

Which configuration in Marketing Cloud should the customer verify?

Options:

- A- Report is saved Standard Salesforce folder.
- B- Required profile attributes are property mapped.
- C- Sendable data extension is saved in the Salesforce Data Extension folder.
- D- Email Address column is included in the report used for sending

Answer:

C

Explanation:

To troubleshoot why tracking details from Email Studio initiated sends are not being sent back to Sales Cloud, Northern Trail Outfitters should verify that required profile attributes are properly mapped. Required profile attributes are attributes that are needed for Marketing Cloud Connect to function properly and sync data between Marketing Cloud and Sales Cloud. These attributes include Email Address, Subscriber Key, First Name, Last Name, and Full Name. Reference:

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

Question 2

Question Type: MultipleChoice

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

What would a consultant recommend?

Options:

A- Send Logs

B- Tracking Extracts

C- Contact History

D- _Send Data Views

Answer:

A

Explanation:

To query Marketing Cloud for send data across SMS, Push, and email, Northern Trail Outfitters should use _Send Data Views. Data Views are system-generated tables that store tracking and system data for different channels and platforms in Marketing Cloud. _Send Data Views contain information about email sends, SMS sends, and push sends across different business units and accounts.

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

Question 3

Question Type: MultipleChoice

Northern Trail Outfitters is interested in a solution to automate a process. They currently pull data into a spreadsheet to import into an extension for sending. The data warehouse can be configured to place a file daily on an SFTP.

Which three questions are relevant to determining a solution?

Choose 3 answers

Options:

- A- Is the data file a delta or a historical file
- B- Does the data extension have a data relationship?
- C- Will the file have more than 5,000 rows?
- D- Will the data file be placed on the SFTP at the same time daily?
- E- Does someone need to be notified if an error happens on import?

Answer:

A, D, E

Explanation:

Three questions that are relevant to determining a solution for automating a process of importing data from a data warehouse into Marketing Cloud are:

Is the data file a delta or a historical file? This question will help determine how to handle existing records and avoid duplication or overwrite. A delta file contains only new or updated records, while a historical file contains all records regardless of changes.

Will the data file be placed on the SFTP at the same time daily? This question will help determine how to schedule an automation or trigger an event based on file drop. If the data file is placed on the SFTP at different times, then a File Drop Automation may be more suitable than a Scheduled Automation.

Does someone need to be notified if an error happens on import? This question will help determine how to handle errors and exceptions during import. If someone needs to be notified, then an email notification activity or a verification activity may be added to the automation.

Whether the data extension has a data relationship or not is not relevant to determining a solution for importing data, as it is only used for creating relationships between data extensions in Email Studio. Whether the file has more than 5,000 rows or not is not relevant to determining a solution for importing data, as it does not affect how data is imported or processed. Reference:

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

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

Question 4

Question Type: MultipleChoice

A customer asks why the send time values with an email are not being added to a Send Log.

Which two actions would successfully write send time variable to their Send Log?

Options:

- A- Match an AMPscript variable name to a Send Log field.
- B- Ensure the send log is linked in an attribute group.
- C- Enable send logging to a data extension during send process.
- D- Use the WriteToLog() AMPscript function in the content.

Answer:

A, C

Explanation:

Two actions that would successfully write send time variables to their Send Log are:

Match an AMPscript variable name to a Send Log field. This action will allow the customer to write the value of an AMPscript variable to a corresponding field in the Send Log data extension. For example, if the customer has a Send Log field named ProductName and an AMPscript variable named @ProductName, then the value of @ProductName will be written to the ProductName field in the Send Log.

Use the WriteToLog() AMPscript function in the content. This action will allow the customer to write one or more values to a specified field in the Send Log data extension using an AMPscript function. For example, if the customer wants to write the value of @ProductName and @ProductPrice to the ProductInfo field in the Send Log, they can use WriteToLog("ProductInfo",@ProductName,@ProductPrice) in their content.

Ensuring the send log is linked in an attribute group is not necessary for writing send time variables to their Send Log, as it is only used for creating relationships between data sources in Contact Builder. Enabling send logging to a data extension during send process is not an action that would write send time variables to their Send Log, as it is only a setting that enables or disables send logging for a specific email send. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_es_create_a_sendlog_data_extension.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_es_write_to_the_send_log.htm&type=5

Question 5

Question Type: MultipleChoice

Northern Trail Outfitters want a simple segmentation strategy for identifying subscribers for their emails.

What solution should they use?

Options:

- A- List model and Groups in Single Send Journeys.
- B- Attribute group in Contact Builder for segmentation.
- C- Relational data extensions with primary keys to match subscribers with their data

D- Data Extension Entry Source in Journey Builder with a filter

Answer:

A

Explanation:

To use a simple segmentation strategy for identifying subscribers for their emails, Northern Trail Outfitters should use list model and groups in Single Send Journeys. List model is a method of storing subscriber information in lists rather than data extensions. Groups are segments of subscribers based on list attributes or behaviors. Single Send Journeys are journeys that allow marketers to send one-time messages to lists or groups using Journey Builder features. Reference:

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

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

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

Question 6

Question Type: MultipleChoice

A customer has been having problems with SMS responses getting the default keyword response rather than the appropriate next keyword response.

What are two potential reasons for this unexpected response?

Options:

- A- Response are not sent with the Conversation Window.
- B- Responses are not sent within 24 hours of the outbound message.
- C- Next keyword was not specified on the outbound message.
- D- Response contained "stop" in the message content.

Answer:

A, C

Explanation:

Two potential reasons for SMS responses getting the default keyword response rather than the appropriate next keyword response are:

Responses are not sent within the Conversation Window. The Conversation Window is a setting that defines how long MobileConnect waits for a response from a subscriber after sending an outbound message. If a subscriber responds after the Conversation Window expires, MobileConnect treats their response as a new inbound message rather than part of an ongoing conversation.

Next keyword was not specified on the outbound message. The Next Keyword is a setting that defines what keyword MobileConnect expects from a subscriber after sending an outbound message. If a subscriber responds with a different keyword than what

MobileConnect expects, MobileConnect treats their response as a new inbound message rather than part of an ongoing conversation.

Responses containing "stop" in the message content will not get the default keyword response, but rather an opt-out confirmation message. Responses sent with AMPscript in body will not affect how MobileConnect handles responses, as AMPscript is only evaluated at send time. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_moc_conversation_window.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_moc_next_keyword.htm&type=5

Question 7

Question Type: MultipleChoice

A customer wants to integrate a new dataset with pre-existing contacts. This data will be updated via separate data feeds from the main contact information.

What data model configuration should be recommended

Options:

A- Create additional attribute fields in the main contact data extension.

B- A Create a new data extension and link it to the other data extension

C- Create new Salesforce data and link it to the other data extensions.

D- Create a new data extension and link it as a new population.

Answer:

B

Explanation:

To integrate a new dataset with pre-existing contacts, Northern Trail Outfitters should create a new data extension and link it to the other data extension. A data extension is a table that stores data in Marketing Cloud, such as contact information or purchase history. Data extensions can be linked by common fields or attributes using Contact Builder or SQL queries. Reference:

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

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