

Free Questions for MCC-201

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Question 1

Question Type: MultipleChoice

A customer wants to set up a real-time, API-driven way to be alerted when transactional messages fail to send out of Marketing Cloud. They are currently in the process of hiring a full-time developer but want an implementation in place for the developer to maintain.

What should the customer have in place to ensure this solution can be implemented?

Options:

- A- A Transactional Journey with the Not Sent Notification activity included
- B- A Datorama instance to ingest their data
- C- An external system to receive and confirm callback and subscriptions
- D- An Interaction Studio instance to ingest their data

Answer:

C

Explanation:

To set up a real-time, API-driven way to be alerted when transactional messages fail to send out of Marketing Cloud, Northern Trail Outfitters should have an external system to receive and confirm callback and subscriptions. Callbacks are notifications that Marketing Cloud sends to an external system when certain events occur, such as message failures or bounces. Subscriptions are requests that specify which events and messages an external system wants to receive callbacks for. Reference:

<https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-apis.meta/mc-apis/transactional-messaging-api.htm>

Question 2

Question Type: MultipleChoice

A real estate agency wants to send out a biweekly newsletter with the list of properties for all new contacts added to a newsletter campaign in their Salesforce CRM. The journey consists of an initial message with property listings and a follow up to those who have engaged with the content.

The rules around which properties are matched to the contact depend on agent assigned as a contact owner, other agents who might have interacted with the contact, and contact's property interest. The data model has a relationship between contact > person account > real estate agent > property objects and all of those are available in CRM as well as synchronized to Marketing Cloud.

What solution should be recommended for execution efficiency?

Options:

- A- Use Automation Studio and Salesforce sends with campaign as an audience.
- B- Use Automation Studio to prepare personalization data and initiate journey.
- C- Use Salesforce Data Event to initiate journey and scripting within emails for personalization logic.
- D- Use send from Salesforce CRM and Salesforce report to prepare personalization data.

Answer:

B

Explanation:

To send out a biweekly newsletter with personalized property listings for new contacts added to a newsletter campaign in Salesforce CRM, a real estate agency should use Automation Studio to prepare personalization data and initiate journey. Automation Studio can run a scheduled automation that imports new contacts from Salesforce CRM into a data extension, runs query activities to join and filter property data based on contact criteria, and injects contacts into a journey that sends the newsletter with personalized content.

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

Question 3

Question Type: MultipleChoice

Northern Trail Outfitters injects customers into journey B based upon email engagement in journey A.

Which method would facilitate this solution?

Options:

- A-** In journey A, engagement split after email send. In Automation studio, query JourneyActivity data new for the Engagement split result Boolean field, Use result Data
- B-** In Automation Studio, query activity engagement on Journey System data view for email send to journey A; Use result data extension for journey B Subjects.
- C-** In Automation Studio, use verification activity to verify engagement on email in journey A' Query engagement data extension for journey B Subjects.
- D-** In journey A engagement split followed by Contact Activity to Boolean on an engagement data extension; Query engagement data extension injections.

Answer:

D

Explanation:

To inject customers into journey B based on email engagement in journey A, Northern Trail Outfitters should use an engagement split followed by a contact activity in journey A. The engagement split can evaluate if customers opened or clicked the email in journey A. The contact activity can update a boolean field on an engagement data extension that indicates if customers are eligible for journey B. Then, an automation can run a query activity to select the customers who have the boolean field set to true and inject them into journey B.

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

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

Question 4

Question Type: MultipleChoice

Northern Trail Outfitters has created child business units (BU) for their different regional offices. They want to limit subscriber records by BU, so users who are assigned to a BU can only view and send to Subscriber records in their region. A Profile Attribute named 'Region' associates a subscriber to a geographical region.

How could they ensure subscribers with a matching 'Region' Profile Attribute value are available in each BU?

Options:

A- Create a list in each BU and add subscribers with a matching Region to the list.

- B-** Create a measure for each corresponding 'Region' Profile Attribute and include the measure in a Filtered Data Extension for each BU.
- C-** Open the the Profile Attribute Properties for the Region' Profile Attribute and select the 'Filter Subscribers by Attribute' option.
- D-** Select 'Define Subscriber Filter' for each BU on the BU Setup page and configure a condition to match the corresponding Profile Attribute.

Answer:

D

Explanation:

To limit subscriber records by BU based on the 'Region' profile attribute, Northern Trail Outfitters should select 'Define Subscriber Filter' for each BU on the BU Setup page and configure a condition to match the corresponding profile attribute. This will allow users who are assigned to a BU to only view and send to subscribers who have the same region value as their BU. Reference:
https://help.salesforce.com/s/articleView?id=sf.mc_co_business_unit_setup.htm&type=5

Question 5

Question Type: MultipleChoice

Every day at 3 a.m., Northern Trail Outfitter' (NTO) data lake instance starts generating a file that contains all records that should be sent one email or another for the next day's marketing campaigns. The size of the file varies depending on the previous day's tracking activity. As soon as the file is generated, NTO wants to import the data, segment the data, and then execute the daily sends.

What end-to-end process should deliver this efficiently?

Options:

- A- Scheduled Automation > File Transfer > Import > Series of Query Activities
- B- Triggered Automation > Import Activity > Series of Query Activities > Series of Sends
- C- Scheduled Automation > Import Activity > Series of Query Activities > Series of Sends
- D- Triggered Automation> Import > Data Extension Extract > Marketing Journey

Answer:

B

Explanation:

To import the data, segment the data, and execute the daily sends as soon as the file is generated by the data lake instance, Northern Trail Outfitters should use a triggered automation that contains an import activity, a series of query activities, and a series of sends. A triggered automation can start when a file is dropped in a specified location, such as an FTP folder. An import activity can import the file into a data extension. A series of query activities can segment the data based on the criteria for different campaigns. A series of sends

can send the emails to the segmented data extensions. Reference:

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

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

Question 6

Question Type: MultipleChoice

Northern Trail Outfitters recently purchased Marketing Cloud to start running cross-channel campaigns. They are looking for guidance on which value to use as the subscriber key.

Which two options should the consultant recommend? (Choose 2 answers)

Options:

A- Email

B- CRM ID

C- Mobile Device ID

D- Loyalty Program Number

Answer:

B, D

Explanation:

To choose a subscriber key for Marketing Cloud, Northern Trail Outfitters should use a value that is unique, persistent, and channel-agnostic. A CRM ID or a loyalty program number are both good options, as they meet these criteria and can be used to identify and track subscribers across different channels and platforms. Email and mobile device ID are not good options, as they are not unique or persistent (subscribers can change their email or device) and they are specific to one channel (email or mobile). Reference: https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key.htm&type=5

Question 7

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) is launching a new subsidiary brand, Cloud Kicks, within the next six months. Cloud Kicks anticipates sending approximately 50,000 emails per month from a child business unit. NTO will execute a large campaign announcing and

associating itself with Cloud Kicks as part of the brand kickoff and is comfortable sharing digital properties with them. Cloud Kicks wants to utilize a custom sending domain, but deliverability is a primary concern.

What approach should be recommended?

Options:

- A- A new Sender Authentication Package should be used for NTO.
- B- A Private Domain should be applied to the parent business unit.
- C- A Private Domain should be applied to the child business unit.
- D- A Sender Authentication Package should be used for CloudKicks.

Answer:

D

Explanation:

To use a custom sending domain and maintain deliverability for Cloud Kicks, Northern Trail Outfitters should use a Sender Authentication Package (SAP) for Cloud Kicks. A SAP is a tool that allows marketers to authenticate their emails with their own domain name and branding elements, such as links and images. A SAP also helps improve deliverability by increasing sender reputation and avoiding spam filters.

A new SAP for NTO is not needed, as they already have one for their existing brand. A private domain is not recommended for Cloud Kicks, as it does not provide full authentication or branding benefits as a SAP does. Reference:
https://help.salesforce.com/s/articleView?id=sf.mc_es_sender_authentication_package.htm&type=5

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