Free Questions for MCC-201 by braindumpscollection

Shared by Cross on 29-01-2024

For More Free Questions and Preparation Resources

Check the Links on Last Page

Question 1

Northern Trail Outfitters (NTO) is launching a new campaign that will collect subscriber information to better target and segment its marketing communciations. NTO wants to target users of its app and social platforms who have not engaged with previous emails in the campaign. If the subscriber opens or clicks after three messages, they will be removed from the campaign.

Which solution should the consultant implement?

Options:

A- A File Drop Automation with User-Initiated Send Definitions

B- User-Initiated Send Definitions with Filtered Data Extensions

C- A Multi-Step Automation with User-Initiated Send Definitions

D- A Multi-Step journey with Data Extension/Automation entry source

Answer:

D

Explanation:

The best solution for NTO's campaign is to use a Multi-Step journey with a Data Extension/Automation entry source. This setup allows for the segmentation and targeting of the specific subscribers as per the campaign requirements. Subscribers who have not engaged with previous emails can be identified and targeted. The journey can be configured to monitor open or click activities, and if a subscriber interacts after three messages, they can be automatically removed from the campaign. This approach provides a dynamic and automated way to manage the campaign's lifecycle based on subscriber behavior. Reference: Salesforce Journey Builder documentation, Data Extension and Automation Studio in Marketing Cloud

Question 2

Question Type: MultipleChoice

A marketer wants te capture open-ended feedback fram custamers via SMS and

write it to a data extension.

How could MebileComnect be used to accomplish this?

Options:

A- Use a vote/survey message template to capture the response.

B- Use an outbound message template with embedded AMPscript to capture the response,

C- Use a text-response message templabe with embedded AMPscript to capture the response,

D- Use an info capture messege template to capture the response.

Answer:

C

Explanation:

To capture open-ended feedback via SMS and write it to a data extension, using a text-response message template with embedded AMPscript is the most suitable approach. This method allows for the dynamic handling and processing of the incoming SMS responses. The AMPscript can be programmed to parse the response and write the collected data to a specified data extension, making it an effective way to capture and store open-ended feedback. Reference: Salesforce MobileConnect documentation, AMPscript in MobileConnect

Question 3

Question Type: **MultipleChoice**

Nerthern Trail Qutfitters' account is configured with Multi-Org to leverage two Salestorce CRM accounts. In the Cloud Kicks business unit they want to disconnect the sandbox instance and connect the production instance.

What additional configuration changes could be made to avoid any disruption of functionality?

Options:

A- Configure Multi-Org settings to account for bo production instances in Setup.

B- Manually remove existing user mappings, attribute mappings, and tracking subscriptions.

C- Rename and delete sandbox synchronized data extensions before connecting.

D- Updste query activities thet reference the new synchronized data extensions.

Answer:

A

Explanation:

When dealing with a Multi-Org configuration, it's essential to correctly configure the settings in Setup to account for the multiple Salesforce CRM instances that Marketing Cloud will integrate with. In this scenario, configuring the Multi-Org settings to recognize both the existing and the new production instances is crucial to ensure seamless functionality. This setup allows Marketing Cloud to interact correctly with both CRM instances, minimizing any potential disruptions in data synchronization and marketing operations. Reference: Salesforce Multi-Org Configuration documentation

Question 4

A service team manages their field technicians in Salesforce CRM connected to

Marketing Cloud. Once an appointment with a contect is scheduled for the

technician through CRM, the notification message should be sent to the contact

informing them about the scheduled visit date. When the notification is sent the

"Confirmation sent" checkbox on the appointment record should be updated in CRM.

All appointments scheduled on a given day will have their status updated in CRM at

the end of business hours. The Appointment object does not have a direct

relationship with the contact.

What solution would a consultant recommenc to address this use case?

Options:

A- Configure journey with Salesforce Data entry source; use Journey Builder activities to send notification and update CRM records.

B- Configure joumey with API Event entry source, Process Builder to trigger event; use Journey Builder activities to send notification and update CRM records.

C- Configure journey with Data Extension entry source; use Automation Studio activities to refresh the audience and Journey Builder activities to send notification and update CRM records.

D- Configure Salesforce Send with Salesforce data extension, using Automation Studio activities to refresh the audience; send notification and SSJS activity to update CRM records.

Answer:

A

Explanation:

The correct solution for this scenario involves utilizing Journey Builder with a Salesforce Data entry source. This setup allows the journey to be triggered by data changes in Salesforce CRM, such as the scheduling of an appointment. Once the journey is initiated, Journey Builder activities can be employed to send the necessary notification message to the contact. Additionally, the journey can include activities that update the CRM records, marking the 'Confirmation sent' checkbox as true. This process ensures that all changes in CRM, including the creation or modification of appointment records, can initiate the journey and perform the required actions in both Marketing Cloud and Salesforce CRM. Reference: Salesforce Journey Builder documentation, Salesforce CRM and Marketing Cloud Integration

Question 5

Northern Trail Outfitter wants to integrate Marketing Cloud with it existing point-of-sale system in order to email purchase receipts to it customers. The point-of-sale data will need to be transformed to be received by the Marketing Cloud triggered send API.

What extension product should be used to accomplish this integration?

Options:

A- Datorama

B- Data Studio

C- MuleSoft Anypoint Platform

D- Data Connector

Answer:

C

Explanation:

To integrate Marketing Cloud with their existing point-of-sale system in order to email purchase receipts to their customers, Northern Trail Outfitters should use MuleSoft Anypoint Platform. MuleSoft Anypoint Platform is a tool that allows marketers to connect and integrate different systems and applications using APIs and connectors. MuleSoft Anypoint Platform can help transform and map data between different formats and protocols, such as JSON and SOAP.

Question 6

Question Type: **MultipleChoice**

Northern Trail (NTO), a longtime Marketing Cloud customer, has decided to adopt Journey Build to help with the execution of their marketing programs. NTO does not want to duplicate efforts within the platform and has asked if they could be using Automation Studio entirely.

Which three tasks would a consultant suggest for using Documentary Builder instead of Automation Studio?

Choose 3 Answers

Options:

A- Building simple segmented campaigns without SQL queries

B- Designing decision logic via an ... user interface.

C- Setting behavior-based goals

D- Processing zipped encrypt
ed files containing subscriber data

E- Creating customer segments from multiple data extensions

Answer:

A, B, C

Explanation:

Three tasks that a consultant would suggest for using Journey Builder instead of Automation Studio are:

Building simple segmented campaigns without SQL queries. Journey Builder allows marketers to create simple segmented campaigns using filters and rules without writing SQL queries. Automation Studio requires SQL queries for creating complex segments using data extensions.

Designing decision logic via an intuitive user interface. Journey Builder allows marketers to design decision logic using activities such as decision splits, engagement splits, or random splits via an intuitive user interface. Automation Studio requires scripting or coding for creating decision logic using activities such as script activities or verification activities.

Setting behavior-based goals. Journey Builder allows marketers to set behavior-based goals using criteria such as email opens, clicks, conversions, or custom events. Automation Studio does not have a feature for setting behavior-based goals.

Processing zipped encrypted files containing subscriber data is a task that a consultant would suggest for using Automation Studio instead of Journey Builder, as Automation Studio has activities such as file transfer activities or import file activities that can handle zipped encrypted files. Creating customer segments from multiple data extensions is a task that a consultant would suggest for using Automation Studio instead of Journey Builder, as Automation Studio has activities such as query activities or filter activities that can create customer segments from multiple data extensions. Reference:

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

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