



DUMPSsheet

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Question 1

Question Type: MultipleChoice

When Northern Trail Outfitters acquires a new customer, it would like to send a series of welcome messages on behalf of the brand with an optimized send time. New customers will be sent to Marketing Cloud via an hourly batch file drop.

Which solution should the consultant recommend?

Options:

- A-** Use Journey Builder to process and segment the new customers, and for the campaign sends and decisioning.
- B-** Use Automation Studio to process and segment the new customers, and use Journey Builder for the campaign sends and decisioning.
- C-** Use Automation Studio to process and segment the new customers, and use Email Studio for the campaign sends and decisioning.
- D-** Use Automation Studio to process and segment the new customers, and for the campaign sends and decisioning.

Answer:

C

Question 2

Question Type: MultipleChoice

Northern Trail Outfitters wants to target Contacts in an abandoned cart Journey with a Facebook ad. An Ad Campaign Activity has been added to the Journey canvas.

Which extension product should be enabled to use the Ad Campaign Activity?

Options:

- A- Interaction Studio
- B- Social Studio
- C- Advertising Studio
- D- Audience Studio

Answer:

C

Question 3

Question Type: MultipleChoice

A customer wants to limit the number of emails a subscriber receives to a maximum of one email every 14 days. After the 14-day period, the subscriber is eligible to receive the next message.

What should a consultant recommend to meet this criteria?

Options:

- A- Import the identified subscribers into a list when creating the send.
- B- Create an exclusion data extension populated with the identified subscribers.
- C- Query contacts from the Einstein Engagement Frequency data extension when creating the send.
- D- Create a suppression list populated with the identified subscribers.

Answer:

C

Question 4

Question Type: MultipleChoice

A data team wants to automate that sync of subscribers' Unsubscribes and status from their enterprise account to their external CRM In one consolidated file. They need to find subscribers In their Marketing Cloud account and their unsubscribe data for child business units.

Which two data views would they use to achieve this?

Choose 2 answers

Options:

A- _Complaint

B- _Subscribers

C- _Unsubscribe

D- _BusinessUnitUnsubscribes

Answer:

C, D

Question 5

Question Type: MultipleChoice

A B2B customer has customized journeys they want to use for several key accounts they are trying to sell into.

How could Marketing Cloud Connect be used to initiate these sends when contacts for select accounts are created?

Options:

- A- Salesforce Campaign Entry Source on the Lead Object
- B- Salesforce Data Entry Source on the Contact Object
- C- Salesforce Data Entry Source on the Account Object
- D- Welcome Email Configuration on the Account Object

Answer:

C

Question 6

Question Type: MultipleChoice

A customer has a business requirement to exclude email addresses of certain contacts in their loyalty program from the sends with several sender profiles. These contacts are dynamically identified with the help of the SQL query on a daily basis.

What solution should be recommended to automate exclusion of the Identified email addresses from all future sends that use specific sender profiles'

Options:

- A- Publication list
- B- Exclusion data extension
- C- Auto-suppression list
- D- Suppression list

Answer:

C

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