Free Questions for MCC-201

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Question 1

Question Type: MultipleChoice

Northern Trail Outfitters is sending to an audience of over one million subscribers. They will use 10 different personalized fields in the email which reside in multiple data extensions. The goal is a timely email send from start to finish as it contains a limited quantity, first come-first served, special offer.

How should they accomplish this task?

Options:

A- Create and populate profile attributes for each of the 10 data extension fields and schedule a send with high priority.

B- Enable Send Throttling on high to ensure the speed Is increased to process the email as fast as possible.

C- Use the Lookup AMPscript function in the email to pull the fields from the data extensions for each subscriber.

D- Create and send to a sendable data extension containing those needed fields using a query activity.

Answer:

D

Explanation:

To send an email with 10 personalized fields from multiple data extensions to an audience of over one million subscribers, Northern Trail Outfitters should create and send to a sendable data extension containing those needed fields using a query activity. A query activity can join and filter data from multiple data extensions and populate a sendable data extension with the required fields for personalization. This will improve the email send performance and avoid timeouts or errors. Reference:

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_send_email_using_a_data_extension.htm&type=5

Question 2

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

Question 3

Question Type: MultipleChoice

Nothern Trail Outfitters wants to enable Sales Cloud users to manually create a segment of both lead and contact records that can be targeted through the Send Flow in Content Builder.

What should a consultant recommend for segmentation?

Options:

A- Salesforce Data Extension

B- Salesforce Report

C- Synchronized Data Extension

D- Salesforce Campaign

Answer:

B

Explanation:

To manually create a segment of both lead and contact records that can be targeted through the Send Flow in Content Builder, Northern Trail Outfitters should use a Salesforce Campaign. A Salesforce Campaign is an object in Sales Cloud that allows marketers to group leads or contacts for a specific marketing initiative, such as an email campaign. A Salesforce Campaign can be used as a target audience in Marketing Cloud using the Send Flow in Content Builder. Reference: https://help.salesforce.com/s/articleView?id=sf.campaigns_overview.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_co_send_flow.htm&type=5

Question 4

Question Type: MultipleChoice

Northern Trail Outfitters wants to send a welcome email to Contacts when a Contact record is added as a campaign Member to a 'Loyalty Member' Campaign in Sales Cloud.

Which method should they use to send the email from Marketing Cloud?

Options:

A- Create a scheduled Automation with a Query Activity and a Send Email Activity

B- Use Content Builder Send Flow to send the email to the Salesforce Campaign

C- Create a Journey with a Salesforce Campaign entry source and an Email Activity

D- Create a Journey with a Salesforce Data entry source and an Email Activity

Answer:

D

Explanation:

To send a welcome email to contacts when a contact record is added as a campaign member to a 'Loyalty Member' campaign in Sales Cloud, Northern Trail Outfitters should create a journey with a Salesforce Data entry source and an email activity. A Salesforce Data entry source allows marketers to inject contacts into a journey based on changes or events in Sales Cloud objects, such as campaign members. An email activity allows marketers to send an email message to contacts in a journey. Reference:

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

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

Question 5

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

Question 6

Question Type: MultipleChoice

Northern Trail Outfitters wants to know the number of Contacts in their account. This information needs to be emailed to their Chief Marketing Officer on a weekly basis.

What could be configured to meet this request?

Options:

A- Configure the Contact Extract Activity in Automation Studio
B- Query the _Subscriber Data View and Extract it weekly
C- Query the _Contact Data View and transfer it weekly
D- Schedule the Contacts Counts Standard Report

Answer:

B

Explanation:

To know the number of contacts in their account and email it to their Chief Marketing Officer on a

weekly basis, Northern Trail Outfitters should schedule the Contacts Counts Standard Report. This report shows how many contacts are in Marketing Cloud across different channels and platforms. The report can be scheduled to run at a recurring interval and emailed to one or more recipients.
Reference:
https://help.salesforce.com/s/articleView?id=sf.mc_rn_contacts_count_report.htm&type=5

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