Free Questions for MCC-201

Shared by Price on 12-12-2023

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Question 1

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

Question 2

Question Type: MultipleChoice

An analytics team wants to get real-time updates on transactional email metrics, specifically Sent and Not Sent, to ensure they are fulfilling a legal obligation due to the nature of their messages.

Options:

A- Event Notification Service
B- Platform Events API

C- Data View Export with every send
D- Data Retrieves on the Send Object

Answer:

C

Explanation:

To get real-time updates on transactional email metrics, such as Sent and Not Sent, Northern Trail Outfitters should use Event Notification Service. Event Notification Service is a feature that allows marketers to receive real-time notifications of email tracking events via webhooks or APIs. Event Notification Service can help marketers monitor and troubleshoot transactional email sends and ensure compliance with legal obligations. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_es_event_notification_service.htm&type=5

Question 3

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) has recently Marketing Cloud and wants to securePII data stored within the system.

Which limitation should the consultant consider when recommending field-Level Encryption?

Options:

A- Field-Level Encryption doesn't support segmenting, filtering, or querying encrypted fields.
B- Encrypted fields will show unencrypted values in standard records.
C- Only list-based sending is supported by field-Level Encryption.
D- Separate encryption keys are required for each business unit NTO .... Field_Level Encryption for

Answer:

C

Explanation:

A limitation that the consultant should consider when recommending Field-Level Encryption is

that Field-Level Encryption doesn't support segmenting, filtering, or querying encrypted fields. Field-Level Encryption is a feature that allows marketers to encrypt sensitive data in Marketing Cloud using encryption keys and algorithms. However, encrypted fields cannot be used for segmenting subscribers using filters or queries, as they cannot be evaluated or compared with other values. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_overview_field_level_encryption.htm&type=5

Question 4

Question Type: MultipleChoice

Northern Trail Outfitters uses a Salesforce Data Entry Source in their Journey that injects Salesforce Order when they are either create update with a status of New, Currently Knitting, Shipped, and Complete. Their Journey works when orders are created, but they noticed it does not injected customers when their status is updated.

What could be causing this?

Options:

A- Orders should be set up to allow injection upon update in Connect Configuration
B- The associated Contact should be updated to be injected.
C- Synchronized Data Sources poll changes every 15 minutes at the quickest.
D- Orders are not being updated from not meeting criteria to meeting criteria

Answer:

D

Explanation:

The reason why the Journey does not inject customers when their order status is updated is that orders are not being updated from not meeting criteria to meeting criteria. A Salesforce Data Entry Source only injects records into a journey when they change from not meeting the entry criteria to meeting the entry criteria. For example, if the entry criteria is order status equals New, then only orders that change from a different status to New will be injected into the journey. Orders that are created with a status of New or change from New to another status will not be injected into the journey. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_jb_salesforce_data_event.htm&type=5

Question 5

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) stores customer purchase data m an external system. NTO ingests this data into Marketing Cloud through a file drop automation. The automation contains an import activity which overwrites a staging data extension, as well as an SQL Query activity which brings this data into a sendable data extension.

NTO's marketing manager wants to be informed If mort than 1,000 records are ever imported through this automation, and would also like to prevent the sendable date extension from being updated that day.

Which solution ts appropriate in this situation?

Options:

A- Split the existing activities into two separate automations.
B- Implement a Wait Activity to wait until the data extension is populated with records.
C- Place a Verification Activity between the import and SQL Query activity.
D- Write a custom SSJS script to
E- validate the row count of the staging data extension and send a notification email.

Answer:

C

Explanation:

To inform NTO's marketing manager if more than 1,000 records are ever imported through this automation, and prevent the sendable data extension from being updated that day, the consultant should place a Verification Activity between the import and SQL Query activity. A Verification Activity is an activity that allows marketers to verify if certain conditions are met before proceeding with the next activity in an automation. For example, a Verification Activity can check if the number of records in a data extension is above or below a specified threshold, and send an email notification or stop the automation based on the result. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_as_verification_activity.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

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 afteremail 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

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