



Free Questions for MCC-201

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Question 1

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 2

Question Type: MultipleChoice

Northern trail Outfitters is expanding globally into 16 new countries and wants to start localizing their email content to speak to subscribers in their own language. They want to do this as efficiently as possible and are anticipating growth into other locales in the near future.

Which two options could be recommended?

Choose 2 answers



Options:

- A- Leverage personalization strings within the email template to pull in language-specific content.
- B- Leverage AMPscript within an email template to lookup subscriber language and personalize the email based on the value.
- C- Leverage Content Builder to create email templates for each individual language and populate the templates via the UI.
- D- Leverage enhanced dynamic content Mocks within Content Builder to create language-specific emails.

Answer:

B, D

Explanation:

Two options that could be recommended for localizing email content to speak to subscribers in their own language are:

Leverage AMPscript within an email template to lookup subscriber language and personalize the email based on the value. AMPscript is a scripting language that allows marketers to perform complex tasks within messages, such as looking up data from data extensions, applying conditional logic, or displaying dynamic content based on subscriber attributes or behaviors.

Leverage enhanced dynamic content blocks within Content Builder to create language-specific emails. Enhanced dynamic content blocks are blocks that allow marketers to create personalized content based on rules and filters without coding.

Leveraging personalization strings within the email template will not help with localization, as they are used for inserting simple subscriber attributes or system information into messages. Leveraging Content Builder to create email templates for each individual language will not be

efficient or scalable, as it will require creating and maintaining multiple templates for each message. Reference:

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

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

Question 3

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) recently launched a MR loyalty program. NTO wants to offer a signup bonus to subscribers who have made purchases in the last 6 months, but are yet to be loyalty members.

Which integration should allow NTO to select an audience of these subscribers?

Options:

- A- Behavioral Triggers
- B- Advertising Studio
- C- Marketing Cloud Customer Data Platform
- D- Contact Builder Attribute Groups

Answer:

C

Explanation:

To select an audience of subscribers who have made purchases in the last 6 months, but are yet to be loyalty members, Northern Trail Outfitters should use Contact Builder Attribute Groups.

Attribute Groups are collections of data extensions and data sources that are linked by common fields or attributes. Attribute Groups allow marketers to create segments and filters based on data from multiple sources, such as purchase data and loyalty data. Reference:

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

Question 4

Question Type: MultipleChoice

Northern Trail Outfitters is interested in a solution to automate a process. They currently pull data into a spreadsheet to import into an extension for sending. The data warehouse can be configured to place a file daily on an SFTP.

Which three questions are relevant to determining a solution?

Choose 3 answers

Options:

- A- Is the data file a delta or a historical file
- B- Does the data extension have a data relationship?
- C- Will the file have more than 5,000 rows?
- D- Will the data file be placed on the SFTP at the same time daily?
- E- Does someone need to be notified if an error happens on import?

Answer:

A, D, E

Explanation:

Three questions that are relevant to determining a solution for automating a process of importing data from a data warehouse into Marketing Cloud are:

Is the data file a delta or a historical file? This question will help determine how to handle existing records and avoid duplication or overwrite. A delta file contains only new or updated records, while a historical file contains all records regardless of changes.

Will the data file be placed on the SFTP at the same time daily? This question will help determine how to schedule an automation or trigger an event based on file drop. If the data file is placed on the SFTP at different times, then a File Drop Automation may be more suitable than a Scheduled Automation.

Does someone need to be notified if an error happens on import? This question will help determine how to handle errors and exceptions during import. If someone needs to be notified, then an email notification activity or a verification activity may be added to the automation.

Whether the data extension has a data relationship or not is not relevant to determining a solution for importing data, as it is only used for creating relationships between data extensions in Email Studio. Whether the file has more than 5,000 rows or not is not relevant to determining a solution for importing data, as it does not affect how data is imported or processed. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_as_file_drop_automation_studio_triggers.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_as_import_file_activity.htm&type=5

Question 5

Question Type: MultipleChoice

A customer has a robust Sales Cloud org with several custom objects. Historically, they have created complex reports, referencing many custom objects, to target subscribers and exported them to another email system for deployment. With the implementation of Marketing Cloud Connect, the customer wants to simplify the sending process using Marketing Cloud with as little additional setup as possible.

What should a consultant recommend to meet this criteria?

Options:

- A- Continue to build reports in Sales Cloud and import it to Marketing Cloud for sending.
- B- Create a Journey and use Salesforce Data and the Reports object as the Entry Source.
- C- Sync all custom objects to Marketing Cloud and recreate the reports for sending.
- D- Continue to build reports in Sales Cloud and select the reports in Marketing Cloud.

Answer:

B

Explanation:

To simplify the sending process using Marketing Cloud with as little additional setup as possible, the customer should create a journey and use Salesforce Data and the Reports object as the entry source. This will allow them to use their existing complex reports in Sales Cloud as criteria for injecting contacts into the journey and sending them emails. Reference:

https://help.salesforce.com/s/articleView?id=sf.mc_jb_salesforce_data_event.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

Question 7

Question Type: MultipleChoice

Northern Trail Outfitters has determined they will initially deploy messaging to email and SMS channels, but also plan for social advertising. Customer data originates within their point-of-sale system which communicates to Marketing Cloud in real-time via API. They want to configure their customer data for long-term cleanliness and maintainability.

Which two best practices should be utilized? (Choose 2 answers)

Options:

- A- Configure Contact Builder to automatically generate a unique subscriber key.
- B- Define the subscriber key as a unique value that does not relate to a specific channel.
- C- Regularly merge duplicate contacts to keep tracking data accurately.
- D- When using an external database of record, utilize that system's identifier as the contact key.

Answer:

B, D

Explanation:

Two best practices that should be utilized for configuring customer data for long-term cleanliness and maintainability are:

When using an external database of record, utilize that system's identifier as the contact key. This will ensure that contacts can be identified and tracked across different channels and platforms using a consistent and persistent value.

Define the subscriber key as a unique value that does not relate to a specific channel. This will allow contacts to change their email or mobile device without affecting their subscriber key or losing their tracking history.

Configuring Contact Builder to automatically generate a unique subscriber key is not recommended, as it may create duplicate or inconsistent records if contacts already have an identifier in another system. Regularly merging duplicate contacts is not a best practice, but rather a remedial action that should be avoided by using proper data hygiene techniques.

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

Question 8

Question Type: MultipleChoice

Northern Trail Outfitters and its subsidiaries use Sales Cloud and marketing Cloud to send customers frequent email communications of new products and updates on their portfolios. They have noticed the messages and branding being sent varies greatly and would like to create a better customer experience.

What extension product should be considered to unify the messaging and branding of these communications while still allowing personalization and timing of campaigns?

Options:

- A- Einstein Content Selection
- B- Distributed Sending
- C- Marketing Cloud Connect
- D- Distributed Marketing

Answer:

B

Explanation:

To unify the messaging and branding of communications while still allowing personalization and timing of campaigns, Northern Trail Outfitters and its subsidiaries should use Distributed Marketing. Distributed Marketing is a tool that allows marketers to create consistent and compliant messages in Marketing Cloud and distribute them to Sales Cloud or Service Cloud users for sending. Distributed Marketing allows Sales Cloud or Service Cloud users to personalize and schedule messages based on their customer interactions and preferences. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_dm_distributed_marketing.htm&type=5

Question 9

Question Type: MultipleChoice

A customer indicates their point-of-sale system can be configured to upload a file every fifteen minutes. The filename is not consistent for each upload. Their consultant recommends they use a File Drop Automation.

Which two considerations should be made?

Choose 2 answers

Options:

- A- They may utilize an external FTP site.
- B- The directory is unable to be used by another File Drop Automation.
- C- The directory used by the file trigger should be inside the import directory.
- D- The directory cannot contain more than five file triggers.

Answer:

A, B

Explanation:

Two considerations that should be made when using a File Drop Automation are:

They may utilize an external FTP site. A File Drop Automation can be configured to use an external SFTP location as well as an Enhanced FTP location for file triggers.

The directory is unable to be used by another File Drop Automation. A File Drop Automation can only use one directory for file triggers, and that directory cannot be used by another File Drop

Automation.

The directory used by the file trigger can be inside or outside the import directory, as long as it is not used by another File Drop Automation. The directory can contain more than five file triggers, but only one file trigger can start an automation at any given time. Reference:

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

Question 10

Question Type: MultipleChoice

Northern Trail Outfitters has recently configured MobileConnect and wants to perform single send-outs from within MobileConnect using data extensions that contain automatically refreshed segments.

Which two fields would need to be added to enable these data extensions for sending? (Choose 2 answers)

Options:

- A- A field of Locale type containing the country code
- B- A field of Text type containing the country code plus mobile number
- C- A field of Locale type containing the locale code
- D- A field of Phone type containing the mobile number

Answer:

A, D

Explanation:

To enable data extensions for sending SMS messages from MobileConnect, Northern Trail Outfitters should add two fields to their data extensions: a field of Locale type containing the country code and a field of Phone type containing the mobile number. These fields are required for MobileConnect to identify and send messages to mobile subscribers. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_moc_create_a_data_extension_for_mobileconnect.htm&type=5

Question 11

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 12

Question Type: MultipleChoice

Northern Trail Outfitters continually adds rows for subscribers to a data extension via API, populating subscribers who should receive a monthly payment reminder that day. They want to use Journey Builder to send the payment reminder emails.

What would be required to process the correct subscribers?

Options:

- A- Journey settings > No re-entry
- B- Contact Evaluation > Evaluate new records only
- C- Contact Evaluate > Evaluate all records
- D- Journey Settings > Use email attribute from Contacts

Answer:

C

Explanation:

To process the correct subscribers who are added to a data extension via API for a monthly payment reminder journey, Northern Trail Outfitters should use Contact Evaluation > Evaluate new records only. Contact Evaluation is a setting that defines how contacts are evaluated for entry into a journey based on their entry source. Evaluate new records only is an option that allows only new records that are added to the entry source after the journey is activated to enter the journey. Reference:

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

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