



Free Questions for MCC-201 by dumpshq

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Question 1

Question Type: MultipleChoice

A customer wants to create a mobile app that requires users to log in or register before accessing their data.

a. Their source of truth is Sales Cloud which is connected to Marketing Cloud. Users who log in with existing credentials will have their device associated with their ContactKey. Users who register with the mobile app will not have their devices associated with a ContactKey for up to 24 hours.

What consideration should a consultant provide to the customer?

Options:

- A- User device data is unavailable in Contact Builder for up to 48 hours.
- B- All mobile app users will create additional Contacts in Marketing Cloud.
- C- Existing users will create additional Contacts in Marketing Cloud.
- D- Newly registered users will create additional Contacts in Marketing Cloud.

Answer:

D

Question 2

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) wants email subscribers to adopt their app. They are investigating using MobileConnect features since over 90% of their subscribers provide a Mobile Phone Number when registering.

Which three considerations should be made before implementing MobileConnect?

Choose 3 answers

Options:

- A- Long and Short Codes are not available for all countries.
- B- NTO would be charged by mobile operators directly for messages.
- C- Inbound messaging only works with local Long or Short Codes.
- D- Not all countries are supported by MobileConnect.
- E- Opting in for messages can only be done via inbound message.

Answer:

C, D, E

Question 3

Question Type: MultipleChoice

Northern Trail Outfitters is sending email messages using Marketing Cloud Connect through the Sales Cloud user interface. All of their sends initiated from Sales Cloud have a status of failed.

What should the consultant do to diagnose the issue?

Options:

- A- Initiate a log to troubleshoot package-related API calls.
- B- Change the connection option to Scope by User.
- C- Ensure the System User is assigned the Standard User Profile.
- D- Manually clear the OAuth token to refresh the connection.

Answer:

A

Question 4

Question Type: MultipleChoice

Northern Trail Outfitters noticed that clicks are NOT showing up on Contact records in Salesforce.

Which two reasons could be the cause?

Choose 2 answers

Options:

- A- Synchronized Data Sources only push data every 15 minutes
- B- ContactID was used as Subscriber Key
- C- Email Address was used as Subscriber Key
- D- Individual Level Tracking was not selected in Marketing Cloud Configuration

Answer:

C, D

Question 5

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) wants to create a relevant audience from a data extension for a daily send campaign. The audience will change from day-to-day. These emails contain a View As Web Page link and NTO wants to ensure this will not be broken when the audience is refreshed daily.

What should be used to segment this audience?

Options:

- A-** Use exclusion lists for the send - excluding those that already were sent the email
- B-** Use AMPscript inside the email to pull information from a send logging data extension to determine which content displays based on message context
- C-** Use a SQL Query to filter the audience into a new data extension that is overwritten each day
- D-** Use SQL Query to filter the audience into a new data extension that is upserted every day

Answer:

B

Question 6

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:

C

Question 7

Question Type: MultipleChoice

Northern Trail Outfitters wants to send an email to website visitors who add items to their cart but fail to make a purchase. The email will include a list of products they added to their shopping cart.

- * A sendable data extension contains the contact information and a session ID field for each subscriber who has abandoned their cart.
- * A second data extension contains a corresponding session ID field and product data for each abandoned cart item, including product SKU, product name, quantity, price, and image URL.

Which feature should be used to display the list of products for each subscriber in this email?

Options:

- A-** Lookup AMPscript function
- B-** LookupRows AMPscript function
- C-** Dynamic Content Block
- D-** Enhanced Dynamic Content Block

Answer:

B

Question 8

Question Type: MultipleChoice

Northern Trail Outfitters wants to have a periodic, dynamic newsletter send to a set data extension, but the data in this data extension will be regularly updated and the subscribers inside could be removed/added multiple times.

What option should speed up the delivery while meeting these criteria?

Options:

- A- Journey that allows re-entry after exiting
- B- Scheduled Automation utilizing Triggered Send Emails
- C- Scheduled Automation using a Send Activity
- D- Single Send Journey

Answer:

C

Question 9

Question Type: MultipleChoice

Northern Trail Outfitters has integrated their Marketing Cloud account with their Salesforce sandbox.

In what order should the steps be performed to refresh the sandbox in their integrated account?

Options:

- A- Disconnect / Refresh / Reconnect / Authenticate / Synchronize
- B- Refresh / Disconnect / Reconnect / Synchronize / Authenticate
- C- Disconnect / Refresh / Reconnect / Synchronize / Authenticate
- D- Refresh / Disconnect / Reconnect / Authenticate / Synchronize

Answer:

A

Question 10

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) wants to send using the From Address of marketing@email.nto.com. They will then automatically forward replies to customerservice@nto.com. NTO also wants to include an automatic reply to the customer's email address

customer@example.com.

Which email address would appear as the From Address for the automatic reply to the customer?

Options:

- A- customerservice@nto.com
- B- reply@marketingcloud.com
- C- customer@example.com
- D- A marketing@email.nton.com

Answer:

B

Question 11

Question Type: MultipleChoice

A customer wants to import the previous 10 years of customer purchase data in their Marketing Cloud account. Through discovery, it is determined there are over 200 million records they plan to upload via the REST API, and this volume will continue to grow as the current

purchase data is added.

Which two questions should be asked for further discovery?

Choose 2 answers

Options:

- A- Does their License include support for REST APIs?
- B- How many API calls are included in their License?
- C- Does their License include the Large Data Extensions feature?
- D- Why do they require 10 years of historical data in Marketing Cloud?

Answer:

B, D

Question 12

Question Type: MultipleChoice

A consultant explains how a sending domain differs from a customer's primary domain. The customer is evaluating their options around configuring their domain.

Which two questions should their IT team be asked?

Choose 2 answers

Options:

- A-** Can they provide access for Marketing Cloud to update the DNS records?
- B-** Does their company allow delegation of subdomains to third parties?
- C-** Will they be able to post Marketing Cloud-provided DNS files when self-hosting?
- D-** Are they able to modify their domain configuration's DNS entries?

Answer:

B, D

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