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Question 1

Question Type: MultipleChoice

Northern Trail Outfitters is using a triggered send to send customers their order confirmations. Their commerce platform provides a JSON payload for order details.

What should they use to format the JSON within the email?

Options:

- A- SSJS platform function ParseJSON
- B- TransformJSON() AMPscript Function
- C- BuildRowSetFromJSON() AMPscript Function
- D- ParseJSON content block with Content Builder

Answer:

D

Explanation:

To format the JSON payload from their commerce platform within the email, Northern Trail Outfitters should use the BuildRowSetFromJSON() AMPscript function. The BuildRowSetFromJSON() AMPscript function is a function that allows marketers to parse a JSON string and return a rowset object that can be used to display data within an email message. The BuildRowSetFromJSON() AMPscript function can handle nested JSON objects and arrays. Reference: <https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-programmatic-content.meta/mc-programmatic-content/buildrowsetfromjson.htm>

Question 2

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

Question 3

Question Type: MultipleChoice

Northern Trail Outfitters injects outcomes journey B based upon email engagement in journey A.

Which method would facilitate this solution?

Options:

- A-** In Automation Studio, use verification activity to verify engagement or email in journey A: Query engagement data extension for journey B injection.
- B-** In journey A, engagement split followed by Update Contact Activity to Boolean field on an engagement data extension: Query engagement data extension for journey B injection.
- C-** In Automation Studio, query activity engagement an journey system data view for email send is journey A; Use resultant data extension for journey B Injection.
- D-** In journey A, engagement split email send. In Automation Studio, query_ journey Activity data view for the Engagement Split Result Boolean field: Use resultant data extension for journey B injection.

Answer:

B

Explanation:

To inject contacts into journey B based on email engagement in journey A, Northern Trail Outfitters should use an engagement split followed by an update contact activity to a Boolean field on an engagement data extension in journey A, and query the engagement data extension for journey B injection. An engagement split is an activity that allows marketers to route contacts based on their engagement with email messages, such as opens or clicks. An update contact activity is an activity that allows marketers to update contact attributes or data extension fields based on journey data. A query activity is an activity that allows marketers to retrieve data from data extensions

using SQL queries. 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_update_contact_activity.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_as_query_activity.htm&type=5

Question 4

Question Type: MultipleChoice

The marketing team at Northern Trail Outfitters is new to marketing Cloud and has very little coding experience. The team would like to take their built audience and serve personalized content based on a field in the data extension.

Which solution the consultant recommend?

Options:

- A- Separate template-based emails
- B- Reference Content Blocks
- C- AMPscript
- D- Dynamic Content Blocks

Answer:

D

Explanation:

To take their built audience and serve personalized content based on a field in the data extension without coding experience, Northern Trail Outfitters should use Dynamic Content Blocks. Dynamic Content Blocks are blocks that allow marketers to create personalized content based on rules and filters without coding. Dynamic Content Blocks can use subscriber attributes or behaviors from data extensions, lists, or journeys as criteria for displaying different content blocks or images. Reference:

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

Question 5

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) wants to personalize emails and display different content based on customer points. NTO has limited development expertise and chooses to use dynamic content.

What should the consultant consider when building dynamic content rules?

Options:

- A- Create a custom list and add all fields required for personalization.
- B- Standardize field naming across all sendable data extensions.
- C- Create a synchronized data extension to keep all fields required for personalization up-to-date
- D- Build rules before uploading the respective content.

Answer:

C

Explanation:

A consideration that should be made when building dynamic content rules is that rules should be built before uploading the respective content. Dynamic content rules are rules that define what content should be displayed based on subscriber attributes or behaviors. Dynamic content rules should be created before uploading content blocks or images into Content Builder, as they cannot be edited after content is uploaded. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_ceb_dynamic_content_rules.htm&type=5

Question 6

Question Type: MultipleChoice

A customer wants to improve the previous 10 years purchase data n 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 time Large Extensions feature?
- B- How many API calls are expected to be made at the ask hourly rate?
- C- What time of day are the API calls made?
- D- Why do they require 10 years' historical data in Marketing Cloud?

Answer:

B, D

Explanation:

How many API calls are expected to be made at peak hourly rate? This question will help determine if they have enough API limits and bandwidth for importing large volumes of data via REST API into Marketing Cloud. The REST API has limits on how many requests can be made per hour per account based on license type and edition.

Why do they require 10 years' historical data in Marketing Cloud? This question will help determine if they have a valid business case and use case for importing large volumes of historical data into Marketing Cloud. Depending on their marketing objectives and strategies, they may not need 10 years' historical data in Marketing Cloud, which could reduce their storage needs and costs.

What time of day are the API calls made is not relevant to determining a solution for importing large volumes of data via REST API into Marketing Cloud, as it does not affect how data is imported or processed. Whether someone needs to be notified if an error happens on import is not relevant to determining a solution for importing large volumes of data via REST API into Marketing Cloud, as it does not affect how data is imported or processed. Reference:

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

https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-apis.meta/mc-apis/using_the_rest_api.htm

Question 7

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) wants to use Marketing Cloud to .. customer feedback. If a customer indicates they are unhappy with the service they have received, NTO wants a new case to be created in service Cloud. NTO is unsure of what is possible within Marketing Cloud but would like to use as much native functionality as possible.

What approach would a consultant recommend?

Options:

- A-** Use Automation Studio to capture positive response and a Case Activity to create a new case in Service Cloud.
- B-** Use an Engagement Split to capture positive or negative responses, and a Case Activity to create a new case Service Cloud.
- C-** Use an Engagement Split to capture positive or negative responses, and a Custom Activity to create a new case in Service Cloud
Use an AppExchange package to create a new case in Service Cloud.
Use an ApExchange package to create a customized API integration between Marketing D. Cloud and Service Cloud

Answer:

B

Explanation:

To capture customer feedback via email and create a new case in Service Cloud if a customer indicates they are unhappy with the service they have received, Northern Trail Outfitters should use an Engagement Split to capture positive or negative responses, and a Case Activity to create a new case in Service Cloud. An Engagement Split is an activity that allows marketers to route contacts based on their engagement with email messages, such as opens or clicks. A Case Activity is an activity that allows marketers to create cases in Service Cloud based on contact attributes or journey data. 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_case_activity.htm&type=5

Question 8

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) has recently Marketing Cloud and wants to secure PII 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

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