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Salesforce MC-Con-201

Salesforce Certified Marketing Cloud Next Consultant



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Question: 1

Northern Trail Outfitters wants to configure its SMS channel so that when a customer replies to a promotional text with a custom question, the interaction is automatically handed off to an AI agent for ongoing support.

Which configuration should a Marketing Cloud Next Consultant implement to handle this inbound response?

- A. Omni-Channel flow to route the inbound Messaging Session to the AI agent
- B. Record-triggered flow on the Messaging Session object to route the session to the AI agent
- C. Assignment rule on the Messaging Session object to route the session to the AI agent

Answer: A

Question: 2

Northern Trail Outfitters (NTO) has customers who opted in to its "Promotions" email subscription but later opted out. NTO is concerned its "Product Updates" emails will also stop sending to those customers.

What should the Marketing Cloud Next Consultant do to address this concern?

- A. Advise NTO that its "Product Updates" emails will continue sending, since Marketing Cloud Next manages consent at the communication subscription level and an opt-out on one subscription does not affect other subscriptions.
- B. Advise NTO to import a new subscription file related to the "Product Updates" subscription, since an opt-out in Marketing Cloud Next is applied globally across all subscriptions for that email address.
- C. Advise NTO to set up an automated re-opt-in campaign targeting opted-out customers, since Marketing Cloud Next requires an active OPT_IN record to be refreshed every 90 days to remain valid.

Answer: A

Question: 3

Northern Trail Outfitters (NTO) wants to set up distinct marketing channels for its North American and European operations. Each region has separate regulatory requirements and branding guidelines. The Marketing Cloud Next Consultant must ensure that marketing activities and assets are completely segregated between the two regions.

Which initial step must the consultant take in the Marketing Cloud Next setup?

- A. Implement two distinct Data Spaces in Data 360.
- B. Configure a separate Business Unit for each region.
- C. Establish a unique CMS Workspace for each region.

Answer: A

Question: 4

Northern Trail Outfitters (NTO) is confused about why its newly imported data is not immediately available and why identity resolution does not update instantly. NTO's identity resolution follows the default automated schedule.

What should the Marketing Cloud Next Consultant explain about the timing of data syncs and identity resolution?

- A. Most new data syncs about every 10 minutes, but identity resolution runs only once per day.
- B. New data syncs once per day, and identity resolution runs about every 10 minutes.
- C. All data syncs instantly, but identity resolution runs only once per week.

Answer: A

Question: 5

Northern Trail Outfitters has enabled Email Engagement Scoring in Marketing Cloud Next to generate predictions for email opens, clicks, and unsubscribes.

Which data model object (DMO) stores these predictive engagement scores for reporting and segmentation?

- A. Email Engagement Metrics
- B. Email Engagement Profile
- C. Email Engagement Score

Answer: C

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