



Salesforce MC-Con-201

Salesforce Certified Marketing Cloud Next Consultant

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SALESFORCE CONSULTANT CERTIFICATION

MC-Con-201

Salesforce Certified Marketing Cloud Next Consultant

Practice Questions & Solutions Guide

About This Preparation Guide

This guide contains technical scenario questions, answers, and comprehensive explanations to assist in preparing for the Salesforce Certified Marketing Cloud Next Consultant (MC-Con-201) exam.

Exam Domains Covered

The MC-Con-201 certification validates expertise across key platform areas:

- Multi-Regional Governance, Business Units & Enhanced CMS Workspaces
- Consent Management Strategies & Regulatory Compliance (GDPR/CCPA)
- Data 360 Identity Resolution & Deterministic Matching
- Multi-Step Journey Orchestration, Event Triggers & Exit Rules
- Dynamic Personalization using Handlebars, Repeaters & Logic Rules

Question 1

SINGLE CHOICE

A global financial services organization is planning to implement Marketing Cloud Next with multiple regional teams managing customer communications across different markets. Each region has distinct compliance requirements, brand guidelines, and user access policies. The organization needs to ensure that the North America team cannot access European customer data, and each region's content creators work only within their approved templates.

Which combination of configuration elements should the consultant recommend to support this governance model?

- A. Configure separate Business Units for each region, assign roles based on regional responsibility, and implement Enhanced CMS Workspaces with content restrictions per region
- B. Create a single Business Unit with regional user groups and use standard CMS folders to separate regional content
- C. Use Only permission sets to control access to regional data, without implementing Business Units or CMS Workspaces
- D. Implement regional Business Units but allow all users global access through a single Enhanced CMS Workspace shared across regions
- E. Configure Business Units per region but rely solely on Data 360 filters to prevent cross-regional data access without role-based governance

Answer: A**Explanation:**

The scenario requires both user isolation and content governance across regions, which requires multiple Business Units (one per region) to establish data boundaries, roles to control user access within each unit, and Enhanced CMS Workspaces to enforce content approval workflows and template restrictions specific to each region. This multi-layered approach ensures compliance, data security, and brand consistency.

Why other options are incorrect: Option B fails because standard CMS folders do not enforce data-level isolation required for compliance. Option C omits Business Units, which are essential for separating regional data at the platform level. Option D defeats the purpose of Business Units by granting global access. Option E relies on Data 360 filters alone, which are not sufficient for governance—roles and workspace configurations are required.

Question 2

SINGLE CHOICE

A B2C retailer is building a consent management strategy for an upcoming email campaign. The organization has existing customer records in Salesforce CRM with email addresses, but lacks explicit consent records. The retailer wants to launch an email campaign to engaged past purchasers while simultaneously collecting consent from website visitors through a consent banner on their product pages.

Which two actions should the consultant implement to address both the CRM audience activation and new consent collection requirements?

- A. Create consent records for past purchasers based on their CRM purchase history, and deploy a consent banner on product pages to collect explicit consent from new website visitors
- B. Assume implied consent for all CRM customers based on their purchase history, and rely on the consent banner alone for future consent collection
- C. Generate consent records for past purchasers, deploy the consent banner on product pages, and require all website visitors to re-authenticate before viewing product content
- D. Send an initial email campaign without consent records to gauge interest, then implement consent collection via the banner based on response rates
- E. Configure the consent banner only on checkout pages to avoid disrupting the customer journey on product pages

Answer: A**Explanation:**

The correct answer involves two distinct actions: creating consent records for existing CRM customers (establishing a consent baseline for past purchasers) and deploying a consent banner on product pages (a customer-facing mechanism for ongoing consent collection). This approach addresses compliance requirements for both segments—leveraging historical purchase behavior as a consent signal for existing customers while enabling explicit, real-time consent capture from new visitors at a high-traffic touchpoint.

Why other options are incorrect: Option B conflates implied consent with explicit consent, which violates modern privacy regulations like GDPR and CCPA. Option C unnecessarily complicates the experience by requiring re-authentication on product pages, which would harm user experience and conversion rates. Option D sends email without proper consent, exposing the organization to legal risk. Option E limits banner visibility to checkout pages, missing consent collection opportunities from the broader audience on product pages.

Question 3

SINGLE CHOICE

A healthcare organization is implementing Data 360 to unify patient data from three separate source systems: their Salesforce Health Cloud CRM, a third-party patient engagement platform, and an EHR system. The organization wants to create a single patient profile that links all interactions, preferences, and clinical information across these systems to enable personalized health communications.

Which component should the consultant configure to achieve this patient identity unification across the three data sources?

- A. Identity Resolution using deterministic matching rules based on patient ID, email, and phone number across the three data sources
- B. Data 360 Audiences with manual record deduplication performed by the marketing team each month
- C. CRM Sync to automatically replicate patient records from the EHR system into Salesforce without identity matching
- D. Actionable Lists to merge patient records based on fuzzy matching algorithms without configuring identity rules
- E. Marketing Data Kit connectors to ingest data but leave identity resolution to downstream audience segmentation logic

Answer: A**Explanation:**

Identity Resolution is the Data 360 component specifically designed to link customer records from multiple data sources into a unified profile. The consultant should configure deterministic matching rules (using identifiers like patient ID, email, and phone number) to reliably connect patient records across Salesforce Health Cloud, the engagement platform, and the EHR system. This creates a single, accurate patient view for personalization and orchestration.

Why other options are incorrect: Option B (manual deduplication) does not scale and is error-prone. Option C (CRM Sync) only replicates data without matching or unifying records. Option D (Actionable Lists) are used for segmentation, not identity matching. Option E (Marketing Data Kit) is an ingestion tool that does not perform identity resolution; leaving this responsibility to downstream logic introduces data quality and compliance risks.

Question 4

SINGLE CHOICE

A SaaS company is designing a multi-step customer onboarding journey using Marketing Cloud Next. New sign-ups should receive a welcome email immediately, followed by a product walkthrough video email 2 days later. If a customer clicks the walkthrough video link, they should be sent directly to an in-app activation flow. If they do not click within 5 days, they should be re-engaged with a second product walkthrough video. The company also wants to ensure that customers who upgrade to a premium plan at any point exit the onboarding journey.

Which flow elements and configuration should the consultant implement to support this multi-step, event-driven orchestration?

- A. Use a Triggered Journey with an Entry Source trigger for new sign-ups, Wait activities for time delays, Decision splits for link clicks, and an Abandonment Exit trigger for plan upgrades
- B. Build a Scheduled Journey that sends all emails at fixed times and use a Manual Exit option for plan upgrade handling
- C. Create a Broadcast Journey to send all emails simultaneously, then use Audiences to re-segment for the second video email
- D. Use a Triggered Journey with only Decision splits for the click-through logic, eliminating Wait activities to reduce journey complexity
- E. Implement multiple separate Triggered Journeys—one for each email—and manually manage the transitions

Answer: A**Explanation:**

The correct answer is a Triggered Journey (not Scheduled or Broadcast, which lack event-driven flexibility), with Wait activities to implement the 2-day and 5-day delays, Decision splits to route based on click behavior, and an Abandonment Exit trigger to remove customers when they upgrade. This configuration delivers the real-time, conditional orchestration required by the scenario.

Why other options are incorrect: Option B (Scheduled Journey) cannot respond to intra-journey events like link clicks or plan upgrades in real time. Option C (Broadcast Journey) sends all content immediately without conditional logic or delays. Option D omits Wait activities, making the timed delays impossible to implement. Option E creates operational complexity and data consistency challenges by fragmenting the journey across multiple orchestration tools.

Question 5

SINGLE CHOICE

An e-commerce brand is personalizing product recommendation emails using customer purchase history and browsing behavior. The marketing team wants to dynamically insert the customer's first name, top 3 recommended products (each with product name, image, price, and discount), and a personalized call-to-action based on customer tier (Bronze, Silver, Gold).

Which two personalization methods should the consultant use to achieve this multi-level personalization requirement?

- A. Handlebars syntax for customer first name and tier-based conditional logic, combined with a Repeater block to dynamically display the top 3 products with attributes
- B. AMPscript for all personalization logic, including repeating product blocks and conditional tier-based messaging
- C. Merge fields for customer first name, Repeater blocks for products, and static HTML for tier-based call-to-action text
- D. Content variations to create separate email templates for each customer tier, with manual product selection per template
- E. Handlebars for conditional tier logic and Content Variations to manage different product recommendations per tier

Answer: A**Explanation:**

The correct answer uses Handlebars for simple attribute insertion (first name, conditional tier-based CTA) and a Repeater block for iterating over the array of recommended products. Repeaters are specifically designed to dynamically render multiple items (products in this case) with consistent formatting, while Handlebars provides clean conditional syntax for tier-based logic. This combination is efficient, maintainable, and aligns with Marketing Cloud Next best practices.

Why other options are incorrect: Option B (AMPscript alone) is more complex and is typically reserved for legacy Email Studio; Handlebars and Repeaters are the preferred approach in Marketing Cloud Next. Option C (Merge fields) cannot support conditional logic needed for tier-based CTAs. Option D (Manual content variations) does not scale and is operationally unsustainable for dynamic recommendations. Option E creates unnecessary template duplication; Repeaters are the more elegant solution for multiple product rendering.

End of Practice Guide

You have completed reviewing the Salesforce MC-Con-201 practice scenario set.

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