Exam : **MC-Con-201**

Title : Salesforce Certified Marketing Cloud Next Consultant

Version : DEMO

1.Northern Trail Outfitters sends a promotional email weekly. The audience segment refreshes daily, although the source data is updated only once a week. Data 360 credit consumption is higher than expected.
What should a Marketing Cloud Next Consultant recommend?
A. Change the segment run mode to Do Not Schedule and configure the flow to republish the segment immediately before running the flow.
B. Configure an activation filter to include only records updated during the previous week while retaining the segment's refresh schedule.
C. Change the segment to a streaming segment so that membership is continuously updated before the weekly flow runs.
Answer: A
Explanation:
Option A aligns directly with Salesforce's recommended segmentation credit-optimization practices. Data 360 consumes segmentation credits when segments are processed and published. If source data changes only weekly, publishing the segment every day creates unnecessary processing with no meaningful freshness benefit. Salesforce specifically recommends reducing publication frequency and, where the use case permits, setting the segment so it isn't automatically scheduled.
Marketing Cloud Next Audience Flows also support republishing the target segment immediately before the flow executes. This provides the best of both approaches: the segment isn't repeatedly processed during the week, but the weekly promotional send still receives the most current membership immediately before execution.
Option B keeps the unnecessary daily processing schedule.
Option C is even less suitable because real-time or streaming processing is unnecessary when underlying source data changes only once each week and can increase credit usage.
The uploaded master bank also identifies A.
Study Guide
Reference: Data Modeling, Identity Resolution and Segmentation # Segmentation # Scheduling, Republish Behavior, and Credit Optimization.

2.Northern Trail Outfitters is implementing identity resolution in Data 360 and wants to understand how subsequent runs affect credit consumption.
Which records does Data 360 process during each subsequent identity resolution run?
A. Only records that were created after the previous run
B. All source records in the data space
C. Only records that are new or have changed since the previous run
Answer: C
Explanation:
After the initial Identity Resolution processing, Data 360 uses incremental processing so that unchanged source records don't need to be repeatedly rematched. Salesforce's current Identity Resolution documentation explicitly states that preprocessing identifies records that are new or changed and sends only those records into Identity Resolution.
Salesforce determines whether a record changed by converting source records to hash values and comparing those hashes with the values from previous Identity Resolution runs. Records whose current hash indicates no change can be excluded from unnecessary reprocessing.

This behavior has direct credit-consumption implications. Salesforce explains that preprocessing prevents credits from being consumed by repeatedly running Identity Resolution over records that have already been unified in their current form. Even when a source performs a full refresh, preprocessing can protect unchanged records from unnecessary identity-processing work.
Option A is incomplete because an existing record that has been modified must also be reprocessed.
Option B incorrectly assumes that every subsequent run rematches the entire source population.
The uploaded master correctly keys C.
Study Guide
Reference: Data Modeling, Identity Resolution and Segmentation # Identity Resolution # Incremental Processing and Credit Consumption.

3.Northern Trail Outfitters needs to update an individual's consent in near real time when a customer submits a web form.
Which solution should the Marketing Cloud Next Consultant recommend?
A. Create an automation event-triggered flow that includes a Consent Request Flow element to update the customer's consent preferences.
B. Use the Data 360 Ingestion API to ingest records into a data stream and map to the Subscription Consent Data Model Object (DMO).
C. Create a streaming data transform to map incoming form submissions to the Communication Subscription Consent Data Model Object (DMO).
Answer: A
Explanation:
An Automation Event-Triggered Flow with the supported consent action is the correct architecture for processing consent immediately after a Marketing Cloud Next form submission. Salesforce specifically states that Create Consent can be used in event-triggered flows to automate consent updates based on events such as a form submission.
Current Salesforce documentation commonly labels the Flow element Create Consent, while some recent support guidance still refers to the underlying operation as Consent Request. The functional purpose is the same in this question: update the contact point's OPT_IN or OPT_OUT state for the appropriate channel and communication subscription through the supported Marketing Cloud Next consent service.
Options B and C are incorrect because directly mapping ingestion or transformation results into the Communication Subscription Consent DMO isn't the supported consent-writing path. Salesforce's August 17, 2026 guidance specifically states that landing-page form consent should be paired with an Automation Event-Triggered Flow and Consent Request action.
The uploaded master correctly keys A.
Study Guide
Reference: Consent # Automating Consent # Form Submission, Automation Event-Triggered Flow, and Create Consent/Consent Request.

4.Northern Trail Outfitters is creating an ongoing promotional email campaign targeting its entire global audience.
Which feature should a Marketing Cloud Next Consultant suggest to maximize individual engagement by achieving higher inbox placement?

A. Send Time Optimization
B. Engagement Frequency
C. Engagement Scoring
Answer: A
Explanation:
Einstein Send Time Optimization (STO) is designed to determine the best time to deliver an email to each individual based on predicted engagement behavior. Salesforce describes STO as a predictive AI capability that analyzes historical data and estimates the send time at which each subscriber is most likely to engage. This makes it the appropriate feature when a global campaign needs individualized delivery timing rather than one fixed send time for the whole audience.
Engagement Frequency addresses a different optimization problem. It determines how frequently a customer should receive email and is primarily intended to reduce fatigue and unsubscribes caused by over-messaging. Engagement Scoring predicts behaviors such as likelihood to open, click, or unsubscribe, allowing marketers to segment or branch audiences according to engagement propensity. Neither of those features directly schedules each recipient's email for their predicted optimal engagement time.
The master question bank identifies A as the answer. Salesforce's STO model documentation likewise states that the feature maximizes email engagement by optimizing individual send times.
Study Guide
Reference: Agentforce and AI Innovation # Einstein Predictive AI # Send Time Optimization.

5.Northern Trail Outfitters just wrapped up its holiday campaign, which included several "gift-finder" forms that visitors could fill out on the website. The marketing manager wants a high-level overview of how all the forms performed, and needs to be able to filter the view by date and public title.
Where should they go to find this information?
A. Landing Page Engagement dashboard
B. Forms Engagement dashboard
C. Campaign Performance dashboard
Answer: B
Explanation:
The Forms Engagement dashboard is specifically designed to provide an aggregate view of Marketing Cloud Next form performance. Salesforce's current Reporting in Marketing Cloud Next reference describes the Forms Engagement dashboard as a big-picture view of form KPIs that can be filtered by date, public title, and other attributes. That wording aligns directly with this scenario.
The Landing Page Engagement dashboard instead measures landing-page performance. Although the forms may be embedded on landing pages, the marketing manager is asking to compare the performance of the forms themselves. Campaign Performance provides higher-level campaign analysis across multiple assets and interactions but isn't the specialized dashboard for form-level KPIs.
Typical form analytics can help marketers understand submission activity and compare forms used across campaigns. Because the requirement explicitly calls for a high-level view across several gift-finder forms and filtering by public title, Forms Engagement is the exact reporting surface Salesforce documents for this purpose.
The uploaded master bank also identifies option B.
Study Guide

Reference: Analytics and Performance Insights # Reporting in Marketing Cloud Next # Forms Engagement Dashboard.