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NEW QUESTION: 1

Northern trail Outfitters' marketing department wants to review lastyear's holiday engagement to this year's engagement.

What should they use to access the historical engagement data?

- A. SQL activity using data views
- B. Audit Trail extract
- C. Tracking Data extract

Answer: (SHOW ANSWER)

To review last year's holiday engagement compared to this year's engagement, Northern Trail Outfitters' marketing department should use an SQL activity using data views. Data views in Salesforce Marketing Cloud provide access to detailed tracking information and historical engagement data. By writing SQL queries, the marketing department can extract, compare, and analyze the engagement data from different time periods, enabling them to understand trends and performance.

Reference: Salesforce Marketing Cloud Documentation on DataViews and SQL Activities

NEW QUESTION: 2

A marketing manager wants to see how the cross-channel customer population has changed over the last 6 months.

Which report should be run to provide this Information?

- A. Contacts Count
- B. Contacts Analytics
- C. Audience Engagement Over Time

Answer: (SHOW ANSWER)

Contacts Analytics provides insights into the changes in the customer population over time, including metrics on new contacts, unsubscribes, and other population dynamics. This report

allows marketers to track and analyze how their cross-channel customer base evolves, making it suitable for the marketing manager's needs.

Salesforce Marketing Cloud documentation includes detailed information on generating and interpreting Contacts Analytics reports.

NEW QUESTION: 3

Northern Trail Outfitters (NTO) wants to use customer engagement to automatically send content to increase click rates in its holiday promotional email.

Which feature should NTO use?

- A. Enhanced Dynamic Content
- B. Einstein Content Selection
- C. Einstein Coy Insights

Answer: ([SHOW ANSWER](#))

Einstein Content Selection uses AI to automatically select and deliver the most relevant content to each subscriber, increasing engagement and click rates. For Northern Trail Outfitters, this feature can help personalize holiday promotional emails based on individual subscriber engagement.

More information can be found in the Einstein Content Selection documentation.

NEW QUESTION: 4

Northern Trail Outfitters (NTO) is interested in exploring its large volume of send data. NTO wants to dynamically filter, sort, and group the data in one view but is not comfortable writing SQL queries.

Which tool should NTO use?

- A. Filter Activity in Automation Studio
- B. Email Performance Over Time Report
- C. Pivot table in Datorama Reports

Answer: ([SHOW ANSWER](#))

Datorama Reports in Salesforce Marketing Cloud provide a powerful way to explore and analyze large volumes of send data without needing to write SQL queries. By using the pivot table feature in Datorama Reports, NTO can dynamically filter, sort, and group their data in one view, making it easier to gain insights and analyze performance metrics.

References:

Salesforce Marketing Cloud Documentation: Datorama Reports

NEW QUESTION: 5

Northern Trail Outfitters imports an encrypted file of its subscribers' favorite colors.

Which automation activity and configuration setting should be used to import decrypted information to a data extension?

- A. Manager Files in File Transfer.
- B. Specify character encoding in import file.
- C. Configure Field-Level Encryption in import file.

Answer: ([SHOW ANSWER](#))

To import an encrypted file and decrypt it into a data extension, you should use the 'Manage File' activity within the File Transfer functionality of Automation Studio. This activity allows you to handle file decryption during the import process, ensuring that the data is securely imported and decrypted for use in your data extension.

References:Salesforce Marketing Cloud Documentation on FileTransfer

NEW QUESTION: 6

Northern Trail Outfitters (NTO) has an upcoming campaign with a call to action to shop its newNTO outlet store. The campaign will need to send upto three emails but stop sending to each specificsubscriber once they have made a purchase at the NTO outlet, and provide reporting on the success of the campaign.

Which Journey Builder component addresses the two requirements of this campaign?

- A. Decision Splits
- B. Goals
- C. Exits

Answer: ([SHOW ANSWER](#))

Reference:Salesforce Documentation - Journey Builder Goals

NEW QUESTION: 7

Northern Trail Outfitters (NTO) flags test emails by adding a Testing And Content Observations (TACO) prefix to its test send subject lines. NTO wants to ensure no productionemails are sent with the TACO prefix.

- A. In Send Management, add the word TACO to the Auto-Suppression Rules.
- B. In the Subject/Preheader Validation section of Email Studio, add the word TACO.
- C. In Send Classifications, delete TACO from the available classification options.

Answer: ([SHOW ANSWER](#))

To ensure no production emails are sent with the TACO prefix in the subject line, Northern Trail Outfitters (NTO) should add the word TACO to the Subject/Preheader Validation section of Email Studio. This validation step allows marketers to configure checks that will flag or prevent emails with certain keywords or phrases in the subject line or preheader from being sent, thus preventing test indicators like "TACO" from appearing in live emails.

Reference:

Salesforce Marketing Cloud Documentation: Subject and Preheader Validation

NEW QUESTION: 8

Northern Trail Outfitters (NTO) built an email with images, text, and links pointing to the same URL. NTO wants to understand how each type of link performs.

Which tag should NTO add to the HTML <a> element to differentiate the links?

- A. conversion
- B. linkname

C. alias

Answer: (SHOW ANSWER)

To differentiate how each type of link performs in an email, Northern Trail Outfitters should add the

"linkname" tag to the HTML<a>element. The "linkname"tag helps track and differentiate the performance of various links by assigning unique identifiers to each link, which can then be analyzed in reporting.

Reference:

Salesforce Marketing Cloud Documentation: Link Tracking

NEW QUESTION: 9

A marketer has built a journey that they want to run multiple times a day after new data is compiled. The data is NOT in an attribute group in Contact Builder.

What should the marketer do in order to accomplish this?

- A. Select theRecurring schedule type for the entry source in Journey Builder.
- B. Schedule and activate Triggered Sends for the messages in the journey.
- C. Select an automation to populate the Entry Source Data Extension.

Answer: (SHOW ANSWER)

To run a journey multiple times a day based on newly compiled data, the marketer should set up an automation to populate the Entry Source Data Extension. This ensures that the latest data is always available to trigger the journey. The automation can be scheduled to run at the desired frequency, ensuring the journey starts with the updated data. Salesforce Marketing Cloud documentation on Automation Studio and Journey Builder entry sources provides detailed instructions on setting up and managing such workflows.

NEW QUESTION: 10

Northern Trail Outfitters (NTO) wants to simplify a journey that has a decision split prior to every email send to remove certain subscribers from the journey.
What should NTOdo to simplify the journey?

- A. Use the Update Contact a:
- B. A Utilize exit criteria for the journey.
- C. Ensure the Contact entry mode is No re-entry

Answer: (SHOW ANSWER)

Reference: Salesforce Marketing Cloud Documentation on Journey Builder Exit Criteria

NEW QUESTION: 11

A marketing developer wants to receive daily report of sends across all business units to be incorporated into their internal dashboard.

What should be done to ensure the report a sent to the director each day?

- A. Schedule report and email file to the director.
- B. A Schedule report and email the link to download.

C. Schedule report to export as a web page.

Answer: ([SHOW ANSWER](#))

To ensure that a daily report of sends across all business units is sent to the director each day, the marketing developer should schedule the report in Marketing Cloud and configure it to email the file directly to the director. This can be done by setting up a report in Email Studio, defining the parameters and schedule for the report, and specifying the recipient email address. This ensures that the director receives the necessary data in a timely manner without manual intervention.

Reference:

Salesforce Marketing Cloud Documentation: Schedule Reports

NEW QUESTION: 12

Northern Trail Outfitters (NTO) has a new product launch.

Which tool should enable NTO to easily target the most loyal subscribers?

- A. Path Optimizer
- B. Google Analytics Audience
- C. Einstein Engagement Scoring

Answer: ([SHOW ANSWER](#))

Einstein Engagement Scoring in Salesforce Marketing Cloud uses machine learning to predict which subscribers are most likely to engage with email content. For a new product launch, this tool can help Northern Trail Outfitters (NTO) target their most loyal subscribers by providing insights into subscriber behavior and engagement patterns. By focusing on the most engaged audience, NTO can increase the effectiveness of their marketing campaigns and drive higher engagement and conversions for the new product.

Reference:

Salesforce Marketing Cloud Documentation: Einstein Engagement Scoring

NEW QUESTION: 13

The website team at North Trail Outfitter has noticed performance issues on the site when the marketing team sends promotional emails.

What should the marketer do to prevent this problem?

- A. Use Delayed Delivery
- B. Segment email sends by domain.
- C. Configure Send Throttling.

Answer: ([SHOW ANSWER](#))

Send Throttling allows marketers to control the rate at which emails are sent, thereby preventing performance issues on the website caused by sudden spikes in traffic. By configuring send throttling, Northern Trail Outfitters can spread out the email send over a period of time, reducing the load on their website. For detailed information, refer to the Send Throttling documentation.

NEW QUESTION: 14

Northern Trail Outfitters (NTO) released a clever promotional video that went viral.

Subsequently, the company acquired a large number of email leads at the last trade show. NTO wants to send a welcome email with a coupon directing recipients to its website. Which configuration should help with limiting a spike in volume to the website?

- A. Send Throttle
- B. Sender Authentication Package
- C. Web Collect Sign-Up Form

Answer: ([SHOW ANSWER](#))

Send Throttle is a feature in Salesforce Marketing Cloud that allows marketers to control the rate at which emails are sent. This can help manage and distribute the load on the website by pacing the influx of visitors, preventing potential server overload and ensuring a smoother user experience.

References: Salesforce Marketing Cloud Documentation on Send Throttling

NEW QUESTION: 15

The marketing team at Northern Trail Outfitters is concerned about its email deliverability rates over the last three months.

Which remediation tactic should be used to improve deliverability?

- A. Increase the frequency of email sending to boost engagement.
- B. Broaden segmentation criteria to reach more diverse audiences.
- C. Scale back sending for specific ISPs until the issue subsides.

Answer: ([SHOW ANSWER](#))

To improve email deliverability, it is effective to scale back sending to specific ISPs where issues have been identified. This approach helps in maintaining a good sender reputation and avoiding potential blocks or filtering by the ISPs. By reducing the sending volume to problematic ISPs temporarily, you give the infrastructure time to resolve the issues, which can then help improve overall deliverability rates. Reference:

Salesforce Marketing Cloud Documentation on Email Deliverability Best Practices.

NEW QUESTION: 16

Northern Trail Outfitters (NTO) is going through IP address warming and would like to understand the metrics of the email sends on a data level.

Which out-of-the-box report should IMTO use to get this information to refine to its sending methods?

- A. Recent Email Send Summary
- B. Email Performance by Domain
- C. Email Sends by User

Answer: ([SHOW ANSWER](#))

To understand the metrics of email sends on a data level, particularly during IP address warming, the "Email Performance by Domain" report should be used. This report provides detailed insights into how emails are performing across different domains, which is crucial for identifying and addressing deliverability issues during the IP warming process.

References:

Salesforce Help: Email Performance by Domain Report

Salesforce Marketing Cloud: Understanding Email Deliverability

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NEW QUESTION: 17

Northern Trail Outfitters (NTO) wants to leverage Path Optimizer to test new marketing content. The best path will be selected based on the orders placed on NTO's website.

What should NTO configure in Path Optimizer?

- A. Email Engagement
- B. Manual Engagement
- C. Web Conversion

Answer: (SHOW ANSWER)

Reference:Salesforce Documentation - Path Optimizer

NEW QUESTION: 18

A marketing intern forgot to remove [For APPROVAL] from the subject line before sending an email to the company's largest audience.

Which feature, if configured, should provide a warning prior to sending?

- A. Subject and Preheader Validation
- B. Content Detective
- C. SubscriberPreview and test Send

Answer: (SHOW ANSWER)

Subject and Preheader Validation is a feature in Salesforce Marketing Cloud that checks for common issues in the subject line and preheader text before an email is sent. This validation would alert users to potential problems, such as placeholder text like "[For APPROVAL]", helping to avoid sending emails with incorrect subject lines.

Reference:Salesforce Marketing Cloud Documentation on Subject and Preheader Validation

NEW QUESTION: 19

Northern Trail Outfitters (NTO) wants to be notified of any abnormal subscriber behavior with its 'Weekly Deal' email.

Which feature provides notification badges to alert NTO of any performance issues?

- A. Einstein Engagement Scoring
- B. Einstein Copy insights
- C. Einstein Messaging Insight

Answer: (SHOW ANSWER)

Einstein Messaging Insights in Salesforce Marketing Cloud provides notification badges and alerts to help users quickly identify any abnormal subscriber behaviors or performance issues with their email campaigns.

This feature leverages AI to detect and notify marketers of anomalies, ensuring they can promptly address any concerns.

Reference: Salesforce Marketing Cloud Documentation on Einstein Messaging Insights

NEW QUESTION: 20

Northern Trail Outfitters (NTO) is troubleshooting why a triggered send isn't being delivered to the customer.

When querying the `_subscribers` data view, NTO notices this subscriber key exists twice, and one of them has a status of 'Held'.

What is the source of the duplicate subscriber key?

- A. Triggered Send Managed Lists
- B. Global Unsubscribe List
- C. Auto Suppression List

Answer: C (LEAVE A REPLY)

The Auto Suppression List in SFMC is used to automatically suppress subscribers who meet certain criteria, including those with a status of 'Held'. When a subscriber is marked as 'Held', it means that the system has detected delivery issues with that email address, such as a hard bounce. This can cause the subscriber key to appear twice in the `_subscribers` data view, once with the status 'Active' and once with 'Held'.

References: Salesforce Marketing Cloud Documentation on Auto Suppression Lists

NEW QUESTION: 21

Northern Trail Outfitters (NTO) sends a birthday coupon during the subscriber's birthday month. NTO wants to reward the subscriber based upon engagement with the email and provide further messages based on that interaction.

Which no-code features should be implemented to accomplish this?

- A. Journey Builder and Engagement Split
- B. Automation studio and Query Activity
- C. Salesforce CDP and Einstein Engagement Scoring

Answer: (SHOW ANSWER)

Journey Builder and Engagement Split in Salesforce Marketing Cloud allow marketers to create sophisticated, no-code workflows that react to subscriber engagement. Engagement Split is a feature within Journey Builder that enables path branching based on actions taken by the subscriber, such as opens, clicks, or other interactions. This approach aligns with Salesforce

Marketing Cloud's emphasis on personalized customer journeys and is well-supported by their documentation on Journey Builder and Engagement Splits.

NEW QUESTION: 22

Within Datorama reports for Marketing Cloud, a marketer would like to create new set of report for the organization that are custom and not available within the preconfigured reports.

What should be created to achieve this?

- A. A collection
- B. A Dimension
- C. A Dashboard

Answer: ([SHOW ANSWER](#))

Creating a Dashboard in Datorama allows marketers to build custom reports that fit their specific needs.

Dashboards in Datorama can be customized with various widgets, filters, and data sources to present the data in a meaningful way. This process is well-documented in the Salesforce Marketing Cloud help guides and Datorama documentation on custom reporting and dashboard creation.

NEW QUESTION: 23

Northern Trail Outfitters wants to ensure that the Email Address field value is not duplicated in a data extension. What should a marketer do to ensure the Email Address field values are unique?

- A. Mark the field as the Primary Key.
- B. Mark the data extension as Sendable.
- C. Use Email Address as Subscriber Key.

Answer: ([SHOW ANSWER](#))

To ensure that the Email Address field values are unique in a data extension, the marketer should mark the field as the Primary Key. By setting the Email Address field as the Primary Key, Salesforce Marketing Cloud enforces uniqueness for this field within the data extension, preventing duplicate email addresses from being entered.

References:

Salesforce Marketing Cloud Documentation: Data Extensions

NEW QUESTION: 24

Northern Trail Outfitters (NTO) was unable to process coupon codes for several days, which caused customers to complain about their experience. NTO would like to apologize by offering an upgraded coupon to help improve customer satisfaction. What should NTO do to automate the process of finding its affected customers?

- A. Filter the data based on a specific date range.
- B. Use Einstein engagement scores to identify affected users.
- C. Query the data using a specific date range parameter

Answer: ([SHOW ANSWER](#))

Reference: Salesforce Marketing Cloud Documentation on Query Activities

NEW QUESTION: 25

Northern Trail Outfitters wants to utilize an Amazon s3 bucket to import data into Marketing Cloud Data Extensions.

What should be used to achieve this?

- A. Ingest API
- B. Import Wizard
- C. Import Activity

Answer: ([SHOW ANSWER](#))

Import Activity in Salesforce Marketing Cloud allows users to automate the process of importing data from an external source like an Amazon S3 bucket into Data Extensions. The Import Activity can be set up in Automation Studio, where you can define the source, destination, and schedule for the data import. This method is verified in Salesforce Marketing Cloud documentation under Automation Studio and Import Activity setup.

NEW QUESTION: 26

A marketing manager notices emails clustered with images that are inconsistent with branding guidelines.

Which step should they take to restrict the types of content within the content slot?

- A. Under user permissions, select limited template access.
- B. Configure Content Blocks to only be usable within approved templates.
- C. Configure restrictions within a Content Area for approval block types

Answer: ([SHOW ANSWER](#))

To ensure that the content within email templates adheres to branding guidelines, you can configure restrictions within a Content Area to limit the types of content blocks that can be used. This ensures that only approved types of content are used in the email, maintaining consistency with branding guidelines.

Reference: Salesforce Marketing Cloud Documentation on Content Area Restrictions

NEW QUESTION: 27

Northern Trail Outfitters wants multiple business units to access the same data extension within its Enterprise

2.0 account.

Where should the data extension reside to achieve this goal?

- A. In the Synchronized Data Extensions folder
- B. In the Data Extensions folder with sharing enabled
- C. In the Shared Data Extensions folder

Answer: ([SHOW ANSWER](#))

Reference: Salesforce Marketing Cloud Documentation on Shared Data Extensions and Data Sharing

NEW QUESTION: 28

Northern Trail Outfitters (NTO) notices a larger than normal drop in engagement and a spike in unsubscribes after its sales team added a newsletter that is sent three times a week, in addition to the normal commercial marketing messages sent throughout the week.

Which action should be taken to reduce the number of unsubscribes and increase engagement for NTO's program?

- A. Add complementary SMS campaigns.
- B. Create more focused segmented lists for messaging.
- C. Focus on action-driven subject lines.

Answer: ([SHOW ANSWER](#))

To reduce the number of unsubscribes and increase engagement, Northern Trail Outfitters should consider creating more focused and segmented lists for messaging. By segmenting their audience based on preferences, behavior, and demographics, they can send more relevant and personalized content. This targeted approach can improve engagement rates and reduce the likelihood of recipients feeling overwhelmed by frequent emails.

Reference: Salesforce Marketing Cloud Documentation

NEW QUESTION: 29

Northern Trail Outfitters (NTO) wants to add automation to its email marketing. Which automation should NTO create as a good first step?

- A. An automation that deletes old data extensions, emails, and reports
- B. An automation that contains several recurring emails and decisioning points
- C. An automation that imports subscriber data regularly and updates key data extensions

Answer: ([SHOW ANSWER](#))

As a good first step in adding automation to its email marketing, Northern Trail Outfitters should create an automation that imports subscriber data regularly and updates key data extensions. This ensures that the data is always up-to-date and accurate, forming the foundation for all subsequent automated campaigns and decisioning processes.

References:

Salesforce Marketing Cloud Documentation on Automation Studio

NEW QUESTION: 30

A marketer needs to personalize an email with dynamic content using data from the Open Data View and data from the Purchase Data Extension.

What should be used to source the data from these different sources?

- A. Attribute Group
- B. SQL Query Activity
- C. Data Filter

Answer: ([SHOW ANSWER](#))

Reference: Salesforce Documentation - SQL Query Activity

NEW QUESTION: 31

The marketing team at Northern Trail Outfitters observed a bounce rate of 23% for their last email send.

Which best practice should they follow to uphold their sender reputation?

- A. Continue monitoring the bounce rate for changes.
- B. Remove the bounced addresses before the next send.
- C. Nothing - bounce rates up to 30% are acceptable.

Answer: (SHOW ANSWER)

To maintain a healthy sender reputation, it is essential to remove bounced addresses before the next send. High bounce rates can negatively impact deliverability and sender reputation. Cleaning up the email list by removing invalid or non-responsive email addresses ensures better deliverability and engagement rates.

Reference: Salesforce Marketing Cloud Documentation on Email Deliverability Best Practices

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NEW QUESTION: 32

The marketing team has been troubleshooting why an email was not sent to 10% of the audience within the data extension. When they review the tracking for the job ID, they see 0 subscribers were held or unsubscribed.

Which additional issues should they consider?

- A. DoNotTrack preferences
- B. Bounced contacts from previous sends
- C. Suppressed contacts from contact deletion

Answer: (SHOW ANSWER)

When troubleshooting why an email was not sent to a portion of the audience, it's important to consider several factors beyond unsubscribes or held statuses. Bounced contacts from previous sends could be a significant reason why emails are not delivered. Bounces occur when an email cannot be delivered to an email address, which could be due to various reasons like an invalid email address or the recipient's mailbox being full. Reference: Salesforce Marketing Cloud Documentation

NEW QUESTION: 33

Northern Trail Outfitters is sending a welcome email to a new group of customers. When the marketer deploys the email, no one receives it.

Which configuration caused the send to fail?

- A. Two fields with "Email Address" data type
- B. Failure to choose the send classification
- C. Incorrect Sending Relationship

Answer: ([SHOW ANSWER](#))

Data Retention Policies in Salesforce Marketing Cloud allow you to automatically manage the retention and deletion of data within data extensions. This feature can be configured to delete records after a specified period, such as 30 days, ensuring that non-registered customer information is automatically removed in compliance with data management policies.

Reference: [Salesforce Marketing Cloud Documentation on Data Retention Policies](#)

NEW QUESTION: 34

Northern Trail Outfitter's customer base has high engagement on mobile devices, and a marketing intern is creating an email campaign tomorrow.

Which mobile optimization option provides the quickest turnaround and easiest implementation?

- A. Mobile Responsive
- B. Responsive Aware
- C. Mobile Aware

Answer: A ([LEAVE A REPLY](#))

For a quick turnaround and easiest implementation in mobile optimization, "Mobile Responsive" is the best option. Mobile Responsive design automatically adjusts the email layout to fit the screen size of mobile devices, ensuring a good user experience without extensive customization. This approach uses fluid grids, flexible images, and media queries to create an adaptable design that works well on various device sizes.

Reference: [Salesforce Marketing Cloud Documentation on Mobile Optimization and Responsive Design](#)

NEW QUESTION: 35

A marketer typically sends to a filtered data extension that contains their primary audience. They need to target only a portion of this population for an upcoming send.

What should they do to further segment their audience?

- A. Copy the filtered data extension and add additional filter criteria.
- B. Use the Split option to temporarily add additional filter criteria.
- C. Copy the data filter and build a new data extension with additional filter criteria.

Answer: ([SHOW ANSWER](#))

To target a portion of the population within a filtered data extension, the marketer should copy the filtered data extension and then apply additional filter criteria. This approach allows for the creation of a more specific subset of the original audience, ensuring that the upcoming send

reaches the desired segment without altering the primary filtered data extension.

Reference:Salesforce Marketing Cloud Documentation on Data Extensions and Filtering.

NEW QUESTION: 36

Northern Trail Outfitters (NTO) is using Datorama Reports for Marketing Cloud to report on email and journey performance.

Which preconfigured dashboard should NTO review to get an idea of which journeys are performing the best?

- A. Email and Journey Overview Dashboard
- B. Email Performance Dashboard
- C. JourneyPerformance by Email Dashboard

Answer: ([SHOW ANSWER](#))

Reference:Salesforce Documentation - Datorama Reports for Marketing Cloud

NEW QUESTION: 37

A marketer is asked to create a sendable data extension from various tables including orders, subscribers, and product line items. The resulting data extension will be used as an entry source for a journey.

Which tool should help create this table?

- A. Automation Studio
- B. Data Designer
- C. Audience Studio

Answer: ([SHOW ANSWER](#))

To create a sendable data extension from various tables including orders, subscribers, and product line items, the marketer should use Data Designer. Data Designer allows users to define and related data within Marketing Cloud, facilitating the creation of complex data relationships and data extensions used in journeys and campaigns.

References:

Salesforce Marketing Cloud Documentation on Data Designer

NEW QUESTION: 38

Northern Trail Outfitters is building a data extension that will store preference data for their subscribers.

Which settings should be enabled to allow a SQL Query Activity to update the data extension?

- A. Is Sendable
- B. Nullable
- C. Primary Key

Answer: ([SHOW ANSWER](#))

When building a data extension that will be updated by a SQL Query Activity, it is essential to define a Primary Key. This ensures that each record can be uniquely identified, allowing the SQL

Query Activity to update the correct records in the data extension. For more details, refer to the Data Extension documentation.

NEW QUESTION: 39

A marketer wants to store all the attributes for a triggered send within a data extension. Which configuration is required when creating the data extension for this triggered send information?

- A. Create from template and choose triggered Send Data Extension template.
- B. Include Subscriber key and Email address field as primary key.
- C. Select the 'Use for triggered send' checkbox.

Answer: (SHOW ANSWER)

When creating a data extension to store all attributes for a triggered send, selecting the 'Use for triggered send' checkbox is essential. This configuration ensures that the data extension is specifically set up to handle triggered sends, enabling it to capture and store the necessary subscriber information and attributes associated with those sends. This setting activates the data extension for use with triggered send activities.

Reference: Salesforce Marketing Cloud Documentation - Triggered Sends

NEW QUESTION: 40

A marketing team wants to schedule automatic delivery of pivot table data to an Amazon Web Services (AWS) S3 bucket every Monday at 6:00 a.m. Which method meets their needs?

- A. Report Scheduling in Datorama Reports
- B. File Transfer Activity in Automation Studio
- C. Report Definition Activity in Automation Studio

Answer: (SHOW ANSWER)

To schedule the automatic delivery of pivot table data to an Amazon Web Services (AWS) S3 bucket, you can use the File Transfer Activity in Automation Studio. This activity enables you to configure the transfer of files to external servers, including S3 buckets, and schedule it to run at specified times. Reference: Salesforce Marketing Cloud Documentation on File Transfer Activity.

NEW QUESTION: 41

Northern Trail Outfitters (NTO) is having an issue with bad email addresses coming into its website email signup form, impacting deliverability and sender reputation.

What should NTO use to make sure email addresses are valid before adding to its audience?

- A. Leverage a Smart Capture block
- B. A double opt-in at signup
- C. Add CAPTCHA validation to the form

Answer: (SHOW ANSWER)

To ensure Northern Trail Outfitters' sending reputation remains intact, implementing a Sender Authentication Package (SAP) with a Private Domain and a Dedicated IP is the best course of

action. This setup provides greater control over the sending environment, allowing the company to build and maintain its sending reputation without being affected by other customers sharing the same domain or IP. It also facilitates the use of SPF, DKIM, and DMARC authentication protocols.

References:

Salesforce Marketing Cloud Documentation on Sender Authentication Package

NEW QUESTION: 42

Northern Trail Outfitters is spending daily batch files of customer data to Marketing Cloud via file drops.

When the Automation runs, the files are often empty and data points are not available for processing.

Which component of Automation Studio ensures that steps within the Automation are only executed when a certain is fulfilled?

- A. Verification Activity
- B. Skip Automation
- C. Wait Activity

Answer: (SHOW ANSWER)

The Verification Activity in Automation Studio ensures that the steps within an automation are only executed when a certain condition is fulfilled. This activity is used to check for specific conditions or criteria, such as the presence of data in a file or the success of a previous step, before proceeding with the next step in the automation process. This ensures that subsequent steps are not executed on empty or incorrect data, preventing errors and ensuring data integrity.

Reference:

Salesforce Marketing Cloud Documentation: Verification Activity

NEW QUESTION: 43

A marketer wants to send emails to segments that are created from multiple data extensions on a daily basis.

The daily sends kicks off a complex campaign with multiple messages in both Email and Mobile

Which action should they take to execute the campaign?

- A. Use Automation Studio query for segmentation and Journey Builder for Messaging and Flow.
- B. Use Automation Studio Filtering, Messaging, and wait activities.
- C. Use Journey Builder Recurring Entry Source, Messaging, and Flow Control Activities

Answer: (SHOW ANSWER)

To execute complex campaigns with multiple messages in both Email and Mobile, marketers can use Automation Studio for querying and segmenting data from multiple data extensions. Journey Builder can then be utilized for orchestrating the messaging and flow control activities. This combination leverages the strengths of both tools to manage daily sends and complex campaign workflows. For detailed guidance, see the Automation Studio and Journey Builder documentation.

NEW QUESTION: 44

A marketing manager wants to import the Not Sent extract into a data extension to leverage as an exclusion audience.

Which steps should be configured within Automation Studio to accomplish this?

- A. Tracking Extract > Import Activity > SQL Activity
- B. Tracking Extract > Import Activity > Data Extension Extract
- C. Tracking Extract > File Transfer > Import Activity

Answer: (SHOW ANSWER)

To import the Not Sent extract into a data extension and use it as an exclusion audience, the correct sequence of steps in Automation Studio involves:

- * Tracking Extract to get the Not Sent data,
- * File Transfer to move the extracted file to the safehouse or appropriate location, Reference: Salesforce Marketing Cloud Documentation on Automation Studio Activities

NEW QUESTION: 45

Northern Trail Outfitters (NTO) has subscribers opt-in to its marketing program via email or SMS. What should NTO configure for its welcome series in Journey Builder to honor the opt-in communication method?

- A. Send both email and SMS to ensure subscribers get NTO's messages.
- B. Create one Entry Source for each messaging channel.
- C. Ensure source channel is available in subscriber data.

Answer: (SHOW ANSWER)

To honor the opt-in communication method of subscribers in Journey Builder, Northern Trail Outfitters (NTO) should create one Entry Source for each messaging channel (email and SMS). This ensures that the journey can differentiate and respect the preferred communication method of each subscriber based on how they opted-in. Each entry source can then be used to trigger the appropriate welcome series content for the respective channel. Reference: Salesforce Marketing Cloud Documentation

NEW QUESTION: 46

Northern Trail Outfitters (NTO) wants to improve the accessibility of its email design. Which best practice should NTO employ?

- A. Reduce line spacing to fit more content on the screen and reduce scrolling.
- B. Remove role="presentation" from layout tables to support assistive technologies.
- C. Increase the font size (over 16pt) to make the content easier to read.

Answer: (SHOW ANSWER)

To improve email accessibility, increasing the font size to over 16pt is a best practice as it makes the content easier to read, especially for people with visual impairments. Larger font sizes enhance readability and ensure that the email content is accessible to a broader audience. This practice aligns with accessibility guidelines and helps create a more inclusive email design. References:

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NEW QUESTION: 47

A marketer wants to use a filter to create a data extension that includes only records from yesterday.

Which step should they take to ensure the data extension includes newly added records?

- A. Check the 'AUTOMATICALLY REFRESH UPON SENDING' checkbox.
- B. Configure the filter DE to auto-refresh daily in properties.
- C. Schedule an automation to refresh the filter activity each day.

Answer: (SHOW ANSWER)

To ensure that a data extension includes only records from the previous day and is updated with newly added records, the marketer should schedule an automation to refresh the filter activity daily. This approach ensures that the data extension is consistently updated with the latest relevant records, maintaining its accuracy and relevance for campaigns.

References:

Salesforce Marketing Cloud Documentation on Filter Activity

NEW QUESTION: 48

When building an email audience, a marketer first runs a query to update a data extension referenced in the audience query.

Which configuration should be used to ensure the exclusion is updated before the audience query runs?

- A. In the step with the two SQL activities, place a wait step between them.
- B. Place the audience SQL Query Activity in a step after the exclusion SQL Query Activity.
- C. Place the audience SQL Query Activity below the exclusion SQL Query Activity.

Answer: (SHOW ANSWER)

Reference:Salesforce Documentation - Automation Studio Activities

NEW QUESTION: 49

A marketing team uses email templates as a means to create a consistent style guide. The team has recently updated the primary template to coincide with company-wide rebranding; however, content approvers are reporting they are not seeing the new changes reflected.

Which step needs to be completed?

- A. The email must be recreated using the updated template.
- B. 'Update Email Now' needs to be applied to each email.
- C. The template must be approved before updates are reflected.

Answer: (SHOW ANSWER)

When a template is updated, the changes are not automatically applied to emails that were created before the update. To reflect the new changes, the 'Update Email Now' action needs to be applied to each email created from the template. This ensures that the content and style in the emails are consistent with the updated template. Reference:Salesforce Marketing Cloud Documentation

NEW QUESTION: 50

Northern Trail Outfitters (NTO) is building a welcome journey for new customers with dynamic content in each email. NTO would like to have content personalized for each customer and include assets based on real-time analysis of what is performing the best for other customers.

Which feature should NTO use?

- A. Einstein Copy Insights
- B. Einstein Content Selection
- C. Enhanced Dynamic Content

Answer: (SHOW ANSWER)

Reference:Salesforce Documentation - Einstein ContentSelection

NEW QUESTION: 51

Northern Trail Outfitters (NTO) notices that some of its unsubscribe reasons are related to Reply Mail Management (RMM). NTO does not have RMM in its account.

What contributes to these unsubscribe reasons?

- A. List Unsubscribe header
- B. Profile Center Unsubscribe
- C. Universal Unsubscribe

Answer: (SHOW ANSWER)

The List Unsubscribe header is an email header that allows subscribers to easily unsubscribe from emails without relying on the sender's unsubscribe link. This header is managed by various email clients and ISPs, offering recipients a one-click method to unsubscribe, which can contribute to unsubscribe reasons even if Reply Mail Management (RMM) is not implemented in the account.

Reference:Salesforce Marketing Cloud Documentation on List Unsubscribe Header

NEW QUESTION: 52

Northern Trail Outfitters (NTO) notices that some of its unsubscribe reasons are related to Reply Mail Management (RMM). NTO does not have RMM in its account.

What contributes to these unsubscribe reasons?

- A. List-Unsubscribe header
- B. Profile Center Unsubscribe
- C. Universal Unsubscribe

Answer: ([SHOW ANSWER](#))

Reference: Salesforce Marketing Cloud Documentation on List-Unsubscribe Header and Unsubscribe Management

NEW QUESTION: 53

Northern TV-ail Outfitters (NTO) sent a targeted email to 1,000 customers, but the actual number series was

10% less. In troubleshooting the issue, NTO noticed that 100 email addresses contained a typo of "gmail.com instead of "gmail.com".

Which Marketing Cloud feature prevented emails from being sent to an invalid domain?

- A. List Detective
- B. Auto-Suppression Lists
- C. Bounce Mail Management

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 54

Northern Trail Outfitters (NTO) receives a daily file drop of customers who have made recent purchases.

NTO would like to send out a thank you email the first time they Show up in the file drop.

How should Journey Builder be configured to meet this requirement?

- A. Configure Journey Settings to 'allow no re-entry.'
- B. Configure Journey Email Send to dedupe on email address.
- C. Configure Journey Entry Event to 'allow no re-entry.'

Answer: ([SHOW ANSWER](#))

Reference: Salesforce Marketing Cloud Documentation on Journey Builder Entry Event Settings

NEW QUESTION: 55

Northern Trail Outfitters (NTO) has noticed a decrease in open rate across all email campaigns.

NTO is concerned its sender reputation may have been negatively impacted by a recent import of subscribers.

Which metric should be analyzed as a possible indicator of bad sender reputation?

- A. Send volume
- B. Click rate
- C. Block bounces

Answer: ([SHOW ANSWER](#))

Block bounces are a critical metric to analyze when assessing sender reputation. High block bounce rates indicate that emails are being rejected by ISPs due to issues such as poor list quality, spam complaints, or reputation problems. This metric can provide insight into the health of

your sender reputation and whether the recent import of subscribers may have negatively impacted it. This approach is verified in Salesforce Marketing Cloud documentation on monitoring and maintaining sender reputation.

NEW QUESTION: 56

Northern Trail Outfitters is redesigning its brand guidelines and wants to ensure its emails are accessible.

Which best practice should the email designer follow to meet accessibility standards?

- A. Minimize whitespace
- B. Build image-based emails.
- C. Use contrasting colors

Answer: (SHOW ANSWER)

To ensure that emails are accessible, the email designer should follow best practices such as using contrasting colors. High contrast between text and background colors helps people with visual impairments or color blindness to read the content more easily. This practice is a key aspect of meeting accessibility standards and making content accessible to a broader audience.

Reference: Salesforce Marketing Cloud Documentation on Email Accessibility Best Practices

NEW QUESTION: 57

A marketer at Northern Trail Outfitters is asked about whether there is an actual requirement of a dedicated IP to send emails.

What is a key differentiator to get a dedicated IP rather than using a shared one?

- A. Requirement to have Custom URLs on Cloud Pages
- B. Requirement to have Custom URLs on images hosted in Marketing Cloud
- C. Sending. Volume > 250,000 Email/Month

Answer: C (LEAVE A REPLY)

A key differentiator for requiring a dedicated IP address is the sending volume. When an organization sends more than 250,000 emails per month, it benefits from a dedicated IP to establish a consistent sender reputation, which can improve deliverability rates and sender reputation management.

Reference: Salesforce Marketing Cloud Documentation on Dedicated IP Addresses

NEW QUESTION: 58

A healthcare marketer would like an email sent to patients as soon as they request a password reset for their account.

Which journey type is the best solution for the marketer to set up?

- A. Multi-Step Journey
- B. Transactional Send Journey
- C. Single Send Journey

Answer: (SHOW ANSWER)

A Transactional Send Journey is specifically designed for sending immediate, one-to-one communications triggered by user actions, such as password reset requests. This type of journey ensures timely delivery of emails that are critical and personalized based on user interactions.
Reference:Salesforce Marketing Cloud Documentation on Transactional Send Journeys

NEW QUESTION: 59

Northern Trail Outfitters wants to use a specific IP address and a subdomain of order subdomain for all of its transactional emails.

What should be configured to accomplish this request?

- A. Sender Profile
- B. Delivery Profile
- C. Send Classification

Answer: (SHOW ANSWER)

A Delivery Profile in Salesforce Marketing Cloud allows you to specify the IP address and subdomain used for sending emails. By configuring a Delivery Profile, NTO can assign a specific IP address and subdomain to ensure that all transactional emails are sent using the desired settings.

Reference:Salesforce Marketing Cloud Delivery Profile

NEW QUESTION: 60

Northern Trail Outfitters is building an automation that should run as soon as a process completes on the company's website. The process does not have access to SFTP.
How should the automation be configured to run?

- A. Schedule the automation to run hourly.
- B. Trigger the automation via API.
- C. Use a File Drop starting source.

Answer: (SHOW ANSWER)

To configure an automation to run as soon as a process completes on the company's website, especially when there is no access to SFTP, the best approach is to trigger the automation via API. Salesforce Marketing Cloud provides robust API capabilities that allow external systems to trigger automations directly. This method ensures the automation runs immediately after the web process completes, providing a seamless and efficient solution.

References:

Salesforce Help: Automation Studio API

Salesforce Marketing Cloud: API Triggered Automations

NEW QUESTION: 61

Northern Trail Outfitters (NTO) wants to include specific content for its most engaged customers and different content for its least engaged customers.

Which Journey Builder activity should NTO use?

- A. Engagement Split

B. Frequency Split

C. Scoring Split

Answer: (SHOW ANSWER)

The Engagement Split activity in Journey Builder allows you to branch contacts based on their level of engagement with your emails. Northern Trail Outfitters (NTO) can use this activity to differentiate content for their most engaged customers versus their least engaged customers, ensuring a personalized experience for each segment. Reference: Salesforce Marketing Cloud Documentation on Engagement Split.

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NEW QUESTION: 62

Leadership at Northern Trail Outfitters wants to see a dashboard showing the success rate of customers that have been through a Welcome Series Journey in the last 7 days.

Where should they find this dashboard?

A. Journey Builder - Journey History

B. Datorama Reports - Journey Performance

C. Reports - Journey Engagement

Answer: (SHOW ANSWER)

To view a dashboard showing the success rate of customers that have been through a Welcome Series Journey in the last 7 days, Northern Trail Outfitters' leadership should look at Datorama Reports - Journey Performance. This tool provides comprehensive insights and performance metrics for journeys, including success rates and engagement over specified time periods.

References:

Salesforce Marketing Cloud Documentation on Datorama Reports

NEW QUESTION: 63

A marketer for Northern Trail Outfitters needs to automatically refresh a filtered data extension prior to sending a daily email.

What would a marketer do to automatically refresh a filtered data extension on a scheduled basis?

A. Configure the Send Activity to automate the refresh.

B. Use a Filter Activity in Automation Studio.

C. Activate Journey Builder to refresh the data extension.

Answer: B (LEAVE A REPLY)

To automatically refresh a filtered data extension on a scheduled basis, a marketer should use a Filter Activity in Automation Studio. This activity allows you to apply a filter to a source data extension and save the filtered results to a target data extension. By scheduling this activity within an automation, you can ensure that the filtered data extension is refreshed automatically at the desired frequency, such as daily before sending an email.

Reference: Salesforce Marketing Cloud Documentation on Automation Studio and Filter Activities

NEW QUESTION: 64

A marketer needs a quick count of records in a data extension with 'Djibouti' as the value for Country.

What should they use to determine the number of matching records in the least number of steps?

- A. Filtered data extension
- B. SQL Query
- C. Data Filter

Answer: (SHOW ANSWER)

To quickly determine the number of records with 'Djibouti' as the value for the Country field, a Data Filter can be used. This tool allows marketers to create filters based on specific criteria and view the count of matching records in a few simple steps.

Reference: Salesforce Marketing Cloud Documentation on Data Filters

NEW QUESTION: 65

A customer uses the Salesforce Contact object as a synchronized data source. They have started to sync custom fields for further segmentation.

Which first step should the customer take to ensure the new fields are available to segment on?

- A. Edit the fields in the synchronized data source.
- B. Create a new data extension with the new fields.
- C. Create a data filter that includes the new fields.

Answer: (SHOW ANSWER)

To ensure that new custom fields on the SalesforceContact object are available for segmentation, the first step is to edit the fields in the synchronized data source. This involves mapping the new custom fields in the synchronized data extension within Salesforce Marketing Cloud, making them available for segmentation and other marketing activities. Reference: Salesforce Marketing Cloud Documentation

NEW QUESTION: 66

Northern Trail Outfitters (NTO) is launching a post-purchase campaign that emails customers to ask for feedback on their most recent shopping experience.

What should the NTO marketing team include in the email design to encourage a high response rate?

- A. Make the call-to-action button that links to the feedback form bigger and with red background

- B. Replace call-to-action with interactive Email Form
- C. A Salesforce Survey block called in by an AMPscript function.

Answer: (SHOW ANSWER)

Interactive Email Forms can significantly increase engagement and response rates by allowing recipients to complete forms directly within the email. For a post-purchase feedback campaign, including an interactive form where customers can provide their feedback without leaving the email can make the process more convenient and likely to yield higher response rates.

References: Salesforce Marketing Cloud Documentation on Interactive Email Forms

NEW QUESTION: 67

A marketer wants to better organize their assets in Marketing Cloud. What should they do to improve searching and filtering in Content Builder?

- A. Add assets to folders upon creation.
- B. Add descriptive tags to each asset upon creation.
- C. Add a description to each asset upon creation.

Answer: B (LEAVE A REPLY)

To improve searching and filtering in Content Builder, marketers should add descriptive tags to each asset upon creation. Tags provide a way to categorize and quickly retrieve assets based on specific keywords or themes, enhancing organization and efficiency in locating content.

References:

Salesforce Marketing Cloud Documentation on Content Builder Organization

NEW QUESTION: 68

A marketer has been asked to collect contact information using Marketing Cloud for users obtained from social channels for future mailing.

What should the marketer do to accomplish this?

- A. Use Journey Builder to build an audience using Ad Studio.
- B. Web Studio to capture Query parameters from social media link.
- C. Use an interactive form from email Studio to collect this information

Answer: (SHOW ANSWER)

To collect information from users obtained through social channels, marketers can use Web Studio to capture query parameters from social media links. This involves creating landing pages or forms that capture data when users click on social media links and are redirected to these pages. This data can then be used for future mailings and targeted marketing campaigns. Web Studio provides tools for creating and managing landing pages, forms, and microsites that can effectively capture and process user data from various sources, including social media.

Reference:

Salesforce Marketing Cloud Documentation: Web Studio

NEW QUESTION: 69

A marketer wants to quickly view the link performance for a specific email, including Total Clicks and Unique Clicks.

Which area of the application should provide this data?

- A. Send Performance Tab
- B. Email Overlay View
- C. Tracking Conversions Tab

Answer: ([SHOW ANSWER](#))

The Email Overlay View in Salesforce Marketing Cloud provides a detailed visual representation of an email's performance, including metrics such as Total Clicks and Unique Clicks. This view overlays performance data directly onto the email, making it easy to see which links were clicked and how frequently.

This feature is described in the Salesforce Marketing Cloud documentation under email tracking and reporting features.

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