Salesforce

MC-202-PT

Salesforce Certified Marketing Cloud Email Specialist Practice Test

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Question: 1

Northern Trail Outfitters wants to ensure a group of subscribers never receive a promotional email.
Which configuration ensure these subscribers do NOT receive these emails?

A. Add an Auto-Suppression list to the defaultsender profile.
B. Configure Auto-Suppression list for the Commercial classification.
C. Add subscribers to the Account opt-out list.

Answer: B

Question: 2

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: B

Question: 3

Northern Trail Outfitters (NTO) is launching a post-purchase campaign that email 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. An Interactive Email Form that links to a confirmation page
B. A Salesforce Survey block called in by an AMP script function

C. An all-to-action button that links to the feedback form

Answer: A

Question: 4

Northern Trail Outfitters' analytics team has requested data to power a dashboard that can monitor the performance of emails across the company.
Which Marketing Cloud function should be used to get this data automatically on a daily basis?

A. Google Analytics Integration
B. Tracking Extracts
C. Report Snapshots

Answer: B

Question: 5

Northern Trail outfitters wants information on the email performance of an abandoned cart journey.
Which Journey Builder resources provides data on all versions of a specific journey's cross-channel performance data?

A. Email Analytics Tile
B. Journey History
C. Analytics Dashboard

Answer: C

Question: 6

Northern Trail Outfitters (NTO) is going through IP address warning 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 thisinformation to refine to its sending methods?

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

Answer: B

Question: 7

Northern Trail Outfitter wants to make sure important subscriber updates, such as unsubscribes, are reflected within the platform as soon as they happen due to regulatory concerns.
What should be used to best achieve this in real time?

A. SQL Query activities
B. File Drop Automations
C. APIs

Answer: C

Question: 8

The website team at North Trail Outfitter has noticed performance issues on the site when the marketing team sendspromotional 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: C

Question: 9

Northern Trail Outfitters Is building a data extension that will store preference data for theits 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: C

Question: 10

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: B

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