

Brilliantly Updated Salesforce MC-202 Exam Dumps



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Salesforce MC-202 Exam Syllabus Topics:

Section	Weight	Objectives
Topic 1: Subscriber and Data Management	26%	- Import and manage subscriber data - Configure segmentation tools - Troubleshoot send and data issues - Design and configure Data Extensions
Topic 2: Insights and Analytics	14%	- Create and configure reports - Leverage analytics and Einstein features - Analyze campaign performance
Topic 3: Content Creation and Delivery	24%	- Manage and organize campaign content - Select appropriate tools for sending - Create and customize email content - Configure send settings
Topic 4: Email Marketing Best Practices	10%	- Evaluate deliverability factors - Design effective emails and programs - Subscriber acquisition and retention
Topic 5: Marketing Automation	26%	- Build solutions in Journey Builder - Recommend automation solutions - Build solutions in Automation Studio

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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q59-Q64):

NEW QUESTION # 59

A marketer has created an event confirmation email which is sent to all registration of their cooking-while- camping sessions. They use Connect to integrate into their CRM and want to update records directly when a recipient clicks the 'Confirm RSVP button. Which automation solution should easily allow this action?

- A. Automation Studio
- B. Behavioral Triggers
- C. Journey Builder

Answer: C

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Journey Builder and CRM Integration

NEW QUESTION # 60

The data team at Northern Trail Outfitters (NTO) has configured a data extension that contains all customer transactions within the last 90 days. NTO's marketing team would like to target customers who have purchased a camping tent or foldout camper in the last week; however, for this campaign, they would like to exclude anyone who has a 'silver status'. Which three tools should be used to segment this data?

- A. Journey Builder Entry Source, Filter Definition, Segment Builder
- B. SQL Query, Decision Split, Data Designer
- C. SQL Query, Filter Definition, Journey Builder Entry Source

Answer: C

Explanation:

To segment data based on specific criteria such as recent purchases and excluding certain customer statuses, Northern Trail Outfitters should use the following tools:

* SQL Query: This tool allows for complex data manipulation and filtering. You can write a query to select customers who purchased a camping tent or foldout camper in the last week and exclude those with a 'silver status'.

* Filter Definition: This tool can be used to create a filter based on the SQL query results to further refine the target audience.

* Journey Builder Entry Source: This can be used to input the segmented data into a journey for further actions, such as sending targeted emails.

Reference: Salesforce Marketing Cloud Documentation on SQL Queries, Filter Definitions, and Journey Builder Entry Sources

NEW QUESTION # 61

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

Answer: B

Explanation:

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 # 62

A marketer needs a quick count of record 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. Data Filter**
- B. Filtered data extension
- C. SQL Query

Answer: A

Explanation:

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 # 63

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. Tracking Extracts**
- B. Google Analytics Integration
- C. Report Snapshots

Answer: A

Explanation:

To provide the analytics team with data for monitoring email performance across the company, the best approach is to use Tracking Extracts. Tracking Extracts in Marketing Cloud allow users to extract detailed tracking data such as opens, clicks, bounces, and more. This data can be automatically extracted and processed on a daily basis to feed into dashboards and reporting tools.

References:

Salesforce Help: Tracking Extract

Salesforce Marketing Cloud: Automation Studio and Data Extracts

NEW QUESTION # 64

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