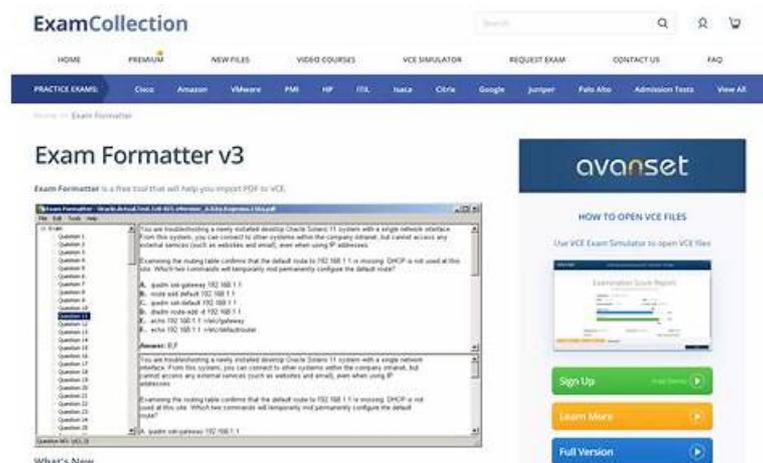# MC-202 Reliable Exam Simulations - PDF MC-202 VCE

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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q73-Q78):

NEW QUESTION # 73
A marketer needs to send emails to all 20 members of the creative team for proofing as a part of an email campaign.
Which Preview $ Test Content Personalization option should be used?

- A. Based on Recipient test Data Extension
- B. Based on Subscriber Preview List or Data Extension
- C. Based on Preview

Answer: B

Explanation:
To send emails to all 20 members of the creative team for proofing as part of an email campaign, the marketer should use the "Based on Subscriber Preview List or Data Extension" option in Preview & Test Content Personalization. This allows the marketer to create

a specific list or data extension containing the email addresses of the creative team members, ensuring that each team member receives the test email for review.
Reference: Salesforce Marketing Cloud Documentation on Preview & Test Content Personalization

NEW QUESTION # 74

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 "gmaii.com instead of "gmail.com".
Which Marketing Cloud feature prevented emails from being sent to an invalid domain?

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

Answer: C

Explanation:
List Detective is a feature in Salesforce Marketing Cloud that scans email addresses for potential issues such as typos, invalid domains, and addresses that are known to cause bounces or spam complaints. In this case, List Detective would have identified the typo in "gmaii.com" and prevented those emails from being sent to avoid deliverability issues.
References:Salesforce Marketing Cloud Documentation on List Detective

NEW QUESTION # 75

Northern Trail Outfitters imports a daily feed of active customers into a data extension. A customer is only included in the daily feed if they meet the criteria to remain active.
Which import option should be used to ensure the data extension only contains currently active customers?

- A. Append
- B. Overwrite
- C. Add and Update

Answer: B

Explanation:
When importing a daily feed of active customers into a data extension, the "Overwrite" option should be used to ensure that the data extension only contains currently active customers. This import option replaces the entire data extension with the new data, removing any records that do not appear in the latest feed and ensuring that only the most current and relevant data is retained.
References:
Salesforce Marketing Cloud Documentation on Data Extension Import Types

NEW QUESTION # 76

When receiving spam complaints from recent email sends, a marketer from Northern Trail Outfitters (NTO) identifies an email address that has consistently marked promotional email messages from WTO as spam.
What should me marketer do to prevent the subscriber from receiving further commercial messages?

- A. Use the complaint exclusion list on future sends.
- B. Add the subscriber to the auto-suppression list.
- C. Delete the subscriber from All Subscribers

Answer: B

Explanation:
Reference: Salesforce Marketing Cloud Documentation on Auto-Suppression Lists

NEW QUESTION # 77

Northern Trail Outfitters (NTO) sends hundreds of different email campaigns monthly.

What should be set up to help organize NTO's email tracking results?

- **A. Create folders in My Tracking and select where to send results when sending an email.**
- B. Remove old tracking results on a regular basis to declutter the results list.
- C. Give emails unique names so they are easier to find in the tracking sends tab.

Answer: A

Explanation:
To organize Northern Trail Outfitters' email tracking results, creating folders in My Tracking and selecting the appropriate folder when sending an email is the best practice. This helps categorize and manage tracking results efficiently, making it easier to find and analyze specific campaign results.
References:
Salesforce Marketing Cloud Documentation on My Tracking

NEW QUESTION # 78

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