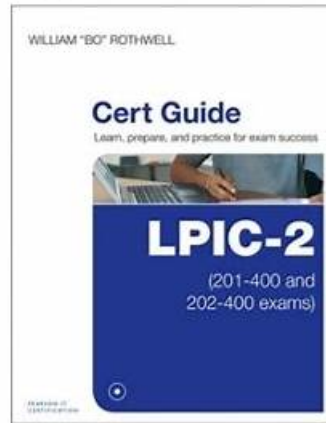


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## Salesforce MC-202 Marvelous Exam Labs

A Salesforce Certified Marketing Cloud Email Specialist (MC-202) practice questions is a helpful, proven strategy to crack the Salesforce Certified Marketing Cloud Email Specialist (MC-202) exam successfully. It helps candidates to know their weaknesses and overall performance. Real4exams software has hundreds of Salesforce Certified Marketing Cloud Email Specialist (MC-202) exam dumps that are useful to practice in real-time. The Salesforce Certified Marketing Cloud Email Specialist (MC-202) practice questions have a close resemblance with the actual Salesforce Certified Marketing Cloud Email Specialist (MC-202) exam.

## Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q132-Q137):

### NEW QUESTION # 132

A marketer for Northern Trail Outfitters needs to see test emails for each subscriber in a data extension.

What should the marketer do to ensure the data extension appears as a Recipient Test Data Extension in the Test Send menu?

- **A. Create the data extension as 'Is Testable'.**
- B. Save the data extension in the Test Folder.
- C. Associate the data extension to the Campaign.

**Answer: A**

Explanation:

To ensure a data extension appears as a Recipient Test Data Extension in the Test Send menu, it must be created with the 'Is Testable' attribute. This designation allows the data extension to be used in test sends, ensuring that marketers can send test emails to individual subscribers in the data extension. This feature is crucial for validating how emails will appear to different segments of the audience.

References:

Salesforce Marketing Cloud Documentation: Testable Data Extensions

### NEW QUESTION # 133

Northern Trail Outfitters recently purchased stock art to be used within its emails. However, given the sheer amount of content, locating images for specific campaigns proves to be difficult.

Which solution should make locating appropriate images easier?

- **A. Import a metadata tag index for the stock art so the images are searchable**
- B. Select categories and content type from the import dropdown when importing images.
- C. Configure Eastern Content Tagging to automatically tag stock art.

**Answer: A**

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Content Management and Metadata Tagging

### NEW QUESTION # 134

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

**Answer: A**

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 # 135

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 Definition Activity in Automation Studio**

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

**Answer: B**

Explanation:

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 # 136**

Northern Trail Outfitters allows nonregistered customers to provide a phone number for open orders. The provided contact information is to be deleted after 30 days.

Which feature provides a way to automatically maintain a data extension's records?

- **A. Data Retention Policy**
- B. Contact Delete
- C. Delete Filter Activity

**Answer: A**

Explanation:

The Data Retention Policy feature in Salesforce Marketing Cloud allows for the automatic deletion of records from a data extension after a specified period. For Northern Trail Outfitters, setting a Data Retention Policy to delete records after 30 days ensures that nonregistered customers' contact information is automatically removed, maintaining compliance with data protection policies.

Reference: Salesforce Marketing Cloud Documentation on Data Retention Policies

#### **NEW QUESTION # 137**

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