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For your convenience, Actual4test has prepared Salesforce Certified Marketing Cloud Email Specialist exam study material based on a real exam syllabus to help candidates go through their exams. Candidates who are preparing for the MC-202 Exam suffer greatly in their search for preparation material. You would not need anything else if you prepare for the exam with our MC-202 Exam Questions.

Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q107-Q112):

NEW QUESTION # 107
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. Auto-Suppression Lists
- B. Bounce Mail Management
- 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 # 108

Within Datorama reports for Marketing Cloud, a marketer would like to create new set of report for the organization thatare custom and not available within the perconfigured reports.
What should be created to achieve this?

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

Answer: C

Explanation:
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 # 109

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

Explanation:
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 # 110

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

Answer: C

Explanation:
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 # 111

A marketer wants to increase the engagement rate of an email by sending it at best possible time for each subscriber.
Which Journey Builder tool should they use to accomplish this?

- A. Wait Until Activity
- B. Einstein STO Activity
- C. Engagement Split

Answer: B

Explanation:
The Einstein Send Time Optimization (STO) Activity in Journey Builder allows marketers to send emails at the optimal time for each subscriber based on their past engagement behavior. This helps increase the engagement rate by ensuring emails are sent when subscribers are most likely to interact with them.
Reference:Salesforce Marketing Cloud Einstein Send Time Optimization

NEW QUESTION # 112

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