

Salesforce MC-202資訊 - MC-202考題寶典



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>> Salesforce MC-202資訊 <<

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最新的 Salesforce Marketers MC-202 免費考試真題 (Q81-Q86):

問題 #81

An upcoming campaign at Northern Trail Outfitters (NTO) has an audience list larger than the company's daily sends. NTO's marketing team is concerned about this send affecting deliverability.

Which feature should help NTO achieve this send while keeping deliverability metrics in mind?

- A. Sender Authentication Package

- B. Einstein Engagement Frequency
- **C. Send Throttling**

答案： C

解題說明：

Send Throttling is a feature that helps manage large sends by controlling the rate at which emails are sent. By throttling the send, Northern Trail Outfitters can spread the email delivery over a period of time, which helps in managing deliverability and avoiding overwhelming the ISPs. This practice helps maintain a healthy sender reputation and ensures better deliverability metrics.

Reference:Salesforce Marketing Cloud Documentation on Send Throttling.

問題 #82

Northern Trail Outfitters (NTO) notices that some of its unsubscribe reasons are related to Reply Mail Management (RMM). NTO does not have RMM in its account.

What contributes to these unsubscribe reasons?

- A. Profile Center Unsubscribe
- **B. List Unsubscribe header**
- C. Universal Unsubscribe

答案： B

解題說明：

The List Unsubscribe header is an email header that allows subscribers to easily unsubscribe from emails without relying on the sender's unsubscribe link. This header is managed by various email clients and ISPs, offering recipients a one-click method to unsubscribe, which can contribute to unsubscribe reasons even if Reply Mail Management (RMM) is not implemented in the account.

Reference:Salesforce Marketing Cloud Documentation on List Unsubscribe Header

問題 #83

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. APIs**
- B. SQL Query activities
- C. File Drop Automations

答案： A

解題說明：

APIs provide real-time interaction with the Salesforce Marketing Cloud platform, enabling immediate updates for important subscriber information such as unsubscribes. By using APIs, Northern Trail Outfitters can ensure that subscriber data is reflected instantaneously, which is crucial for regulatory compliance. For more information, refer to theSalesforce Marketing Cloud API documentation.

問題 #84

A marketer is using Preview ..Test sending to check that content is ready for an upcoming campaign and notices the Send Log Data Extension is not updating.

What is the reason records are NOT being recorded?

- A. The send exceeded the maximum test send threshold.
- B. A subscriber was not selected in the Subscriber Preview tab.
- **C. Test sends are not recorded on the Send Log Data Extension.**

答案： C

解題說明：

In Salesforce Marketing Cloud, the Send Log Data Extension is used to record information about actual sends that go out to

subscribers. However, test sends and preview sends are not logged in the Send Log Data Extension because they are intended for testing and validation purposes, not actual subscriber communications.

References:Salesforce Marketing Cloud Documentation on Send Logging

問題 #85

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.

答案： B

解題說明：

To configure an automation to run as soon as a process completes on the company's website, especially when there is no access to SFTP, the best approach is to trigger the automation via API. Salesforce Marketing Cloud provides robust API capabilities that allow external systems to trigger automations directly. This method ensures the automation runs immediately after the web process completes, providing a seamless and efficient solution.

References:

Salesforce Help: Automation Studio API

Salesforce Marketing Cloud: API Triggered Automations

問題 #86

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