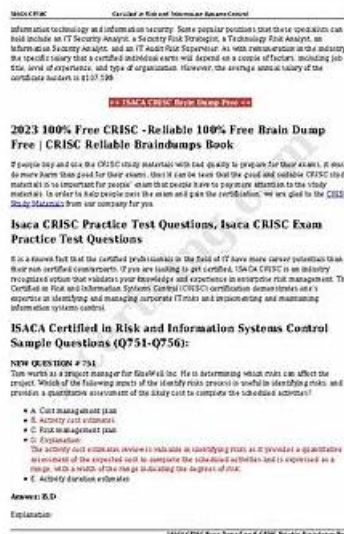# New Latest Braindumps MC-202 Book | Professional Salesforce MC-202: Salesforce Certified Marketing Cloud Email Specialist 100% Pass

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# Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q68-Q73):

**NEW QUESTION # 68**
The marketing team has been troubleshooting why an email was not sent to 10% of the audience within the data extension. When they review the tracking for the job ID, they see 0 subscribers were held or unsubscribed.
Which additional issues should they consider?

- A. DoNotTtad preferences
- B. Bounced contacts from previous sends
- C. Suppressed contacts from contact deletion

**Answer: B**

Explanation:
When troubleshooting why an email was not sent to a portion of the audience, it's important to consider several factors beyond unsubscribes or held statuses. Bounced contacts from previous sends could be a significant reason why emails are not delivered. Bounces occur when an email cannot be delivered to an email address, which could be due to various reasons like an invalid email address or the recipient's mailbox being full. Reference:Salesforce Marketing Cloud Documentation

**NEW QUESTION # 69**
Northern Trail Outfitters needs to send a transactional email to all customers who purchased an item that was recently recalled. The email must be sent to each applicable customereven if they have unsubscribed.
Which component should be configured to provide this functionality?

- A. Sender Profile
- B. Send Classification
- C. Delivery Profile

**Answer: B**

Explanation:
A Send Classification in Salesforce Marketing Cloud (SFMC) is configured to handlevarious sending parameters, including the ability to send transactional emails. Transactional emails must be sent regardless of the subscriber's status, including if they have unsubscribed. This is crucial for communications such as recall notices, wherethe information is considered essential. Send Classifications have a setting specifically for transactional emails which ensures that these emails bypass the standard unsubscribe list. References:Salesforce Marketing Cloud Documentation on Send Classification

**NEW QUESTION # 70**
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. Bounce Mail Management
- B. Auto-Suppression Lists
- C. List Detective

**Answer: C**

**NEW QUESTION # 71**
Northern Trail Outfitters (NTO) has expanded into 15 new countries andneeds to send localized content. NTO works with an agency to provide the translations, but they lack email developer resources.
What should NTO do to create and send localized content at scale?

- **A. Leverage Multilingual Content Blocks.**
- B. Leverage Enhanced Dynamic Content.
- C. Leverage templates with AMP script.

**Answer: A**

Explanation:
Multilingual Content Blocks in Salesforce Marketing Cloud allow users to manage and send localized content efficiently. This feature supports creating content blocks in different languages and automatically selecting the appropriate block based on the subscriber's language preference. This method simplifies the process of sending localized content without needing extensive email developer resources. The use of Multilingual Content Blocks is well-documented in Salesforce Marketing Cloud's resources on creating and managing content.

**NEW QUESTION # 72**
A marketer wants to use a filter to create a data extension that includes only records from yesterday.
Which step should they take to ensure the data extension includes newly added records?

- A. Configure the filter DE to auto-refresh dally in properties.
- B. Check the 'AUTOMATICALLY REFRESH UPON SENDING' checkbox.
- **C. Schedule an automation to refresh the filter activity each day.**

**Answer: C**

Explanation:
To ensure that a data extension includes only records from the previous day and is updated with newly added records, the marketer should schedule an automation to refresh the filter activity daily. This approach ensures that the data extension is consistently updated with the latest relevant records, maintaining its accuracy and relevance for campaigns.
References:
Salesforce Marketing Cloud Documentation on Filter Activity

**NEW QUESTION # 73**

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