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Salesforce MC-202 Exam Syllabus Topics:

Section	Objectives
Topic 1: Email Marketing Best Practices	- Compliance (CAN-SPAM, GDPR concepts) - List hygiene and engagement strategies - Email deliverability fundamentals
Topic 2: Marketing Automation and Journeys	- Automation Studio concepts - Journey Builder fundamentals
Topic 3: Reporting and Analytics	- Tracking and reporting tools - Email performance metrics
Topic 4: Content Creation and Delivery	- Dynamic content and personalization - Templates and AMPscript basics - Email Studio and content builder usage
Topic 5: Subscriber and Data Management	- Subscription management and preferences - Subscriber lifecycle and data extensions - Data import, segmentation, and contact management

>> New MC-202 Exam Question <<

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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q71-Q76):

NEW QUESTION # 71

Every day, Northern Trail Outfitters (NTO) adds to a data extension with purchasers of a new luxury cooler line. To give these customers a high-end purchasing experience, NTO wants to send a customized 'congratulations' email the day they are posted in the data extension, and follow up with a review request 14 days later. Which automation solutions should be set up to accommodate this request?

- A. Automation Studio and Path Optimizer
- **B. Automation Studio and Journey Builder**
- C. Journey Builder and Behavioral Triggers

Answer: B

Explanation:

To accommodate the request of sending a customized 'congratulations' email and a follow-up review request, Northern Trail Outfitters (NTO) should use a combination of Automation Studio and Journey Builder.

Automation Studio can be used to add new purchasers to the data extension daily, and Journey Builder can manage the customized email journey, including the immediate 'congratulations' email and the follow-up review request 14 days later. Reference: Salesforce Marketing Cloud Documentation

NEW QUESTION # 72

The marketing team wants to split their primary customer data extension into 10 separate segments, to use for future A/B testing score.

Which feature should be used to easily segment the data extension?

- A. SQL query activity
- B. Filter Data Activity
- **C. Random Data Extension**

Answer: C

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Random Data Extensions

NEW QUESTION # 73

Northern Trail Outfitters wants multiple business units to access the same data extension within its Enterprise 2.0 account.

Where should the data extension reside to achieve this goal?

- **A. In the Shared Data Extensions folder**
- B. In the Synchronized Data Extensions folder
- C. In the Data Extensions folder with sharing enabled

Answer: A

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Shared Data Extensions and Data Sharing

NEW QUESTION # 74

A healthcare company imports its patient portal registrations at the parent level business unit (BU).

The marketing team would like to ensure individual office locations have access to this data without giving access to the parent level BU.

What should the marketing team do in Automation Studio to ensure data is available at the child BU level?

- **A. After the file import, use the filter activity to populate shared data extensions that are available to child BUs.**

- B. After the file import, use the transfer file activity to move data into data extensions in child BU.
- C. Create automations that import the data directly into the child BUs to bypass the parent level BU.

Answer: A

Explanation:

To ensure that individual office locations have access to patient portal registration data without accessing the parent level BU, the marketing team can use the filter activity after the fileimport to populate shared data extensions. These shared data extensions can be set up to be available to child BUs, allowing data access while maintaining data security and separation between BUs.

References:

Salesforce Marketing Cloud Documentation on Shared Data Extensions

Salesforce Marketing Cloud Documentation on Filter Activities

NEW QUESTION # 75

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. Test sends are not recorded on the Send Log Data Extension.**
- C. A subscriber was not selected in the Subscriber Preview tab.

Answer: B

Explanation:

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

NEW QUESTION # 76

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