

# Salesforce MC-202 Questions - Reduce your Chances of Failure in Exam



Customizable Salesforce Certified Marketing Cloud Email Specialist (MC-202) practice exams allow you to adjust the time and Salesforce MC-202 questions numbers according to your practice needs. Scenarios of our MC-202 Practice Tests are similar to the actual MC-202 exam. You feel like sitting in the real MC-202 exam while taking these MC-202 practice exams.

This way you can get knowledge about the Salesforce MC-202 exam environment beforehand. Windows computers support the Salesforce MC-202 desktop practice exam software. It works offline whereas the web-based MC-202 Practice Test requires an active internet connection. Major browsers and operating systems support the online MC-202 mock exam.

>> [MC-202 Test Simulator Online](#) <<

## Advanced MC-202 Testing Engine - Reliable MC-202 Exam Testking

To let the client be familiar with the atmosphere of the MC-202 exam we provide the function to stimulate the exam and the timing function of our MC-202 study materials to adjust your speed to answer the questions. We provide the stimulation, the instances and the diagrams to explain the hard-to-understand contents of our MC-202 Study Materials. For these great merits we can promise to you that if you buy our MC-202 study materials you will pass the test without difficulties.

## Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q130-Q135):

### NEW QUESTION # 130

A marketer has scheduled an email that was approved in Content Builder Approvals by their manager. The marketer then receives a message from their manager that changes are needed and an email approval has been withdrawn.

What should happen with the scheduled send, if no other action is taken?

- A. The Send is paused until it is approved again.
- **B. The send is canceled when the approval is withdrawn.**
- C. The originally approved version of the email will be sent.

**Answer: B**

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Content Builder Approvals and Email Send Management

### NEW QUESTION # 131

Northern Trail Outfitters (NTO) has multiple lines of businesses sharing one business unit. NTO wants to ensure its customers can identify their specific line of business when receiving an email.

Which setting should be configured in a send to identify the line of business sending the message?

- A. Sender Authentication Package
- **B. Sender Profile**
- C. Brand Builder

**Answer: B**

Explanation:

To ensure customers can identify their specific line of business when receiving an email, Northern Trail Outfitters should configure the Sender Profile. The Sender Profile allows customization of the "From Name" and "From Email Address" for each email send, making it clear to recipients which line of business is sending the message.

References:

Salesforce Marketing Cloud Documentation: Sender Profiles

### NEW QUESTION # 132

A marketer has noticed an increase in unsubscribes. They would like to address this concern but, going into a holiday season, want to avoid eliminating planned emails.

What should they use to easily focus their marketing efforts on subscribers who are least likely to unsubscribe?

- A. Scoring Split
- B. Path Optimizer
- **C. Frequency Split**

**Answer: C**

Explanation:

To address the increase in unsubscribes without eliminating planned emails, the marketer should use a Frequency Split. The Frequency Split activity in Journey Builder helps marketers segment their audience based on how frequently they want to receive emails. By focusing on subscribers who are least likely to unsubscribe, the marketer can continue their email campaigns while reducing the risk of further unsubscribes.

Reference: Salesforce Marketing Cloud Documentation on Frequency Split in Journey Builder

### NEW QUESTION # 133

The CMO at Northern Trail Outfitter (NTO) has tasked the marketer with tracking the performance of NTO's welcome and post purchase journeys.

Which action should the marketer take to evaluate journey performance?

- **A. Define a goal for each journey.**
- B. Export the journey email analytics
- C. Review opens and clicks activity summaries.

**Answer: A**

Explanation:

Defining a goal for each journey in Journey Builder helps marketers measure the success of their campaigns against specific objectives. Goals can be set to track important metrics like conversions, clicks, or other relevant actions. This feature allows for better performance tracking and optimization of customer journeys.

Salesforce Marketing Cloud documentation provides detailed instructions on setting up and tracking goals within Journey Builder, supporting this approach as a best practice.

### NEW QUESTION # 134

Northern Trail Outfitters (NTO) sent a targeted email to 1,000 customers, but the actual number sent was 10% less. In troubleshooting the issue, NTO noticed that 100 email addresses contained a typo of "gmail.com instead of "gmil.com".

Which Marketing Cloud feature prevented emails from being sent to an invalid domain?

- **A. List Detective**
- B. Auto-Suppression Lists
- C. Bounce Mail Management

