

Quiz 2026 MC-202: The Best Exam Salesforce Certified Marketing Cloud Email Specialist Objectives Pdf



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To do this you just need to enroll in Salesforce MC-202 exam and strive hard to pass the Salesforce Certified Marketing Cloud Email Specialist (MC-202) exam with good scores. However, you should keep in mind that the Salesforce MC-202 certification exam is different from the traditional exam and always gives taught time to their candidates. But with proper Salesforce Certified Marketing Cloud Email Specialist (MC-202) exam preparation, planning, and firm commitment can enable you to pass the challenging Salesforce Certified Marketing Cloud Email Specialist (MC-202) exam.

Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q85-Q90):

NEW QUESTION # 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. Use a File Drop starting source.
- C. Trigger the automation via API.

Answer: C

Explanation:

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:

NEW QUESTION # 86

Northern Trail Outfitters (NTO) receives a complaint from a long-time customer who claims that, despite providing an updated email address, they are still receiving emails at an old address. NTO confirms that the customer's new email address is stored in the target data extension.

What is preventing the customer from receiving emails at their new address?

- **A. The email address has not been updated in All Subscribers.**
- B. The customer has not opted in again with the new address.
- C. The new email address is from an unsupported domain.

Answer: A

Explanation:

Reference:Salesforce Documentation - All Subscribers

NEW QUESTION # 87

Northern Trail Outfitters (NTO) has subscribers opt-in to its marketing program via email or SMS.

What should NTO configure for its welcome series in Journey Builder to honor the opt-in communication method?

- A. Send both email and SMS to ensure subscribers get NTO's messages.
- B. Ensure source channel is available in subscriber data.
- **C. Create one Entry Source for each messaging channel.**

Answer: C

Explanation:

To honor the opt-in communication method of subscribers in Journey Builder, Northern Trail Outfitters (NTO) should create one Entry Source for each messaging channel (email and SMS). This ensures that the journey can differentiate and respect the preferred communication method of each subscriber based on how they opted-in. Each entry source can then be used to trigger the appropriate welcome series content for the respective channel. Reference:Salesforce Marketing Cloud Documentation

NEW QUESTION # 88

Northern Trail Outfitters wants to send a personalized email to its loyalty program members. The email should include details about loyalty members' profiles, point balance, and purchase behavior. This data exists in Marketing Cloud across several data extensions. What should a marketer use to build this level of personalization into the email?

- A. Personalization Strings
- **B. AMP script Search Functions**
- C. Enhanced Dynamic Content Blocks

Answer: B

Explanation:

Reference:Salesforce Documentation - AMPscript

NEW QUESTION # 89

Northern Trail Outfitters (NTO) wants to improve the accessibility of its email design.

Which best practice should NTO employ?

- **A. Increase the font size (over 16pt) to make the content easier to read.**
- B. Remove role="presentation" from layout tables to support assistive technologies.
- C. Reduce line spacing to fit more content on the screen and reduce scrolling.

Answer: A

Explanation:

To improve email accessibility, increasing the font size to over 16pt is a best practice as it makes the content easier to read, especially for people with visual impairments. Larger font sizes enhance readability and ensure that the email content is accessible to a broader audience. This practice aligns with accessibility guidelines and helps create a more inclusive email design.

References:

Salesforce Marketing Cloud Documentation:Email Accessibility Best Practices

NEW QUESTION # 90

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