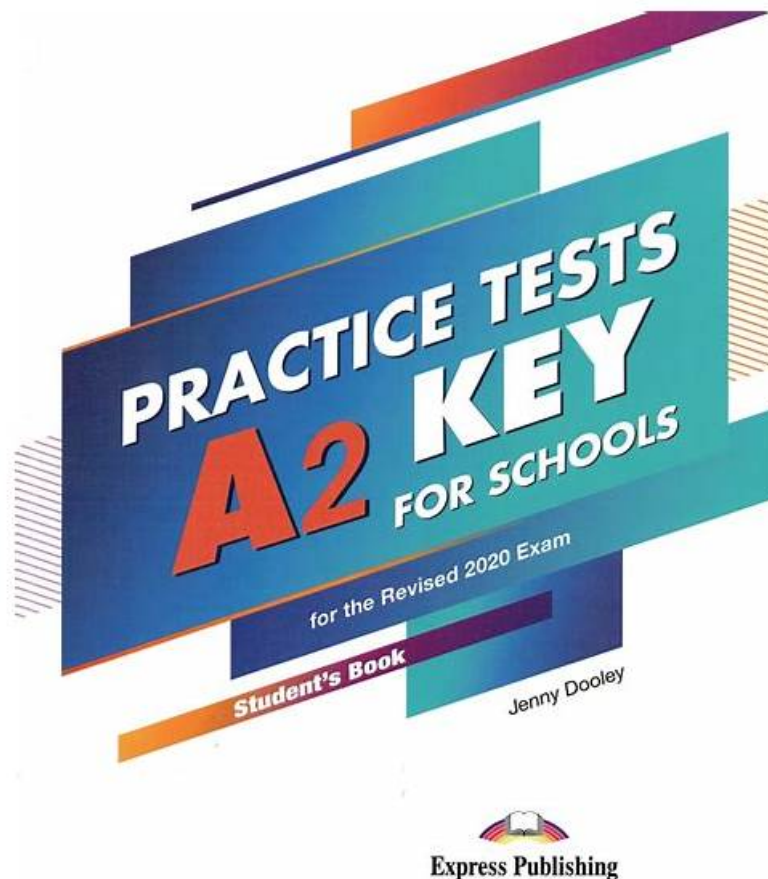


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Salesforce MC-202 Exam Syllabus Topics:

Section	Weight	Objectives
Content Creation and Delivery	24%	- Configure and execute email sends - Manage content using Content Builder
Email Marketing Best Practices	15%	- Evaluate email design elements and techniques for effective campaigns - Demonstrate subscriber acquisition and retention methodologies - Differentiate elements that impact message deliverability
Subscriber and Data Management	26%	- Configure segmentation and audiences - Manage subscribers, lists, and data extensions
Marketing Automation	26%	- Configure automations using Automation Studio - Configure and execute journeys using Journey Builder
Insights and Analytics	10%	- Analyze email performance and tracking data

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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q72-Q77):

NEW QUESTION # 72

A marketer needs a quick count of record in a data extension with 'Djibouti' as they value for Country. What should they use to determine the number of matching records in the least number of steps?

- A. SQL Query
- B. Filtered data extension
- C. Data Filter

Answer: C

Explanation:

To quickly determine the number of records with 'Djibouti' as the value for the Country field, a Data Filter can be used. This tool allows marketers to create filters based on specific criteria and view the count of matching records in a few simple steps.

Reference:Salesforce Marketing Cloud Documentation on Data Filters

NEW QUESTION # 73

A marketer wants to send emails to segments that are created from multiple data extensions on a daily basis. The daily sends kicks off a complex campaign with multiple messages in both Email and Mobile Which action should they take to execute the campaign?

- A. Use Automation Studio query for segmentation and Journey Builder for Messaging and Flow.
- B. Use Journey Builder Recurring Entry Source, Messaging, and Flow Control Activities
- C. Use Automation Studio Filtering, Messaging, and wait activities.

Answer: A

Explanation:

To execute complex campaigns with multiple messages in both Email and Mobile, marketers can use Automation Studio for querying and segmenting data from multiple data extensions. Journey Builder can then be utilized for orchestrating the messaging and flow control activities. This combination leverages the strengths of both tools to manage daily sends and complex campaign workflows.

For detailed guidance, see theAutomation StudioandJourney Builderdocumentation.

NEW QUESTION # 74

A retailer has revamped their loyalty program. They want to send a loyalty series to new and existing members to share the perks of the new program.

Which action should the retailer take to ensure deliverability is not impacted?

- A. Purge inactive subscribers to avoid high bounce rates.
- B. Send to subscribers, asking for them to confirm opt-in.
- C. Create a new, friendly From Name for the updated program.

Answer: A

Explanation:

Purging inactive subscribers is a critical step to maintain email deliverability. High bounce rates from inactive or invalid email addresses can negatively impact sender reputation and deliverability. By cleaning the email list and removing inactive subscribers, the retailer can ensure that emails are being sent to active and engaged recipients, thereby improving overall deliverability.

References:Salesforce Marketing Cloud Documentation on Email Deliverability Best Practices

NEW QUESTION # 75

Northern Trail Outfitters wants to ensure that the Email Address field value is not duplicated in a data extension. What should a marketer do to ensure the Email Address field values are unique?

- A. Mark the field as the Primary Key.
- B. Use Email Address as Subscriber Key.
- C. Mark the data extension as Sendable.

Answer: A

Explanation:

To ensure that the Email Address field values are unique in a data extension, the marketer should mark the field as the Primary Key. By setting the Email Address field as the Primary Key, Salesforce Marketing Cloud enforces uniqueness for this field within the data extension, preventing duplicate email addresses from being entered.

References:

Salesforce Marketing Cloud Documentation:Data Extensions

NEW QUESTION # 76

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

Answer: C

Explanation:

Reference:Salesforce Documentation - AMPscript

NEW QUESTION # 77

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