

# Free PDF Quiz Salesforce - Professional MC-202 - Salesforce Certified Marketing Cloud Email Specialist Online Tests



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Because the Salesforce Certified Marketing Cloud Email Specialist (MC-202) test has a restricted time constraint, time management must be exercised to get success. Only with enough practice one can answer real Salesforce MC-202 Exam Questions in a given amount of time. It has created three formats to aid Salesforce MC-202 applicants in practicing and organizing their time for this aim.

## Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q18-Q23):

### NEW QUESTION # 18

Northern Trail Outfitters (NTO) wants to leverage Path Optimizer to test new marketing content. The best path will be selected based on the orders placed on NTO's website.

What should NTO configure in Path Optimizer?

- A. Web Conversion
- B. Manual Engagement
- C. Email Engagement

**Answer: A**

Explanation:

Reference:Salesforce Documentation - Path Optimizer

### NEW QUESTION # 19

Following a batch email sent. Northern TrailOutfitters wants to update an email link's URL. Which action should be recommended?

- A. Navigate to the email in Content Builder and update the URL.
- **B. Navigate to the Job Links tab In My Tracking and update the URL.**
- C. Navigate to URL Expiration in Setup and update the URL.

**Answer: B**

Explanation:

In Salesforce Marketing Cloud, to update an email link's URL after the email has been sent, you should navigate to the Job Links tab in My Tracking. This allows you to modify the URLs of links in sent emails, ensuring the correct destination for your recipients even after the email is delivered.

Reference: Salesforce Marketing Cloud Documentation on Updating Sent Email Links

#### **NEW QUESTION # 20**

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

**Answer: B**

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 # 21**

Northern Trail Outfitters (NTO) was unable to process coupon codes for several days, which caused customers to complain about their experience. NTO would like to apologize by offering an upgraded coupon to help improve customer satisfaction. What should NTO do to automate the process of finding its affected customers?

- **A. Query the data using a specific date range parameter**
- B. Filter the data based on a specific date range.
- C. Use Einstein engagement scores to identify affected users.

**Answer: A**

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Query Activities

#### **NEW QUESTION # 22**

Northern Trail outfitter wants to use an AI-based approach to target subscribers who are not receiving too many emails but are engaging constantly with the emails sent to them. Which feature should help achieve this?

- A. Einstein Engagement Scoring
- **B. Einstein Engagement Frequency**
- C. Einstein Messaging Insight

**Answer: B**

Explanation:

To target subscribers who are not receiving too many emails but are engaging constantly with the emails sent to them, Northern Trail Outfitters should use Einstein Engagement Frequency. This feature uses AI to analyze and predict the optimal number of emails each subscriber should receive to maximize engagement without causing fatigue. It helps marketers balance their sending frequency to maintain high engagement levels.

Reference: Salesforce Marketing Cloud Documentation on Einstein Engagement Frequency

## NEW QUESTION # 23

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