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## Latest Updated Salesforce Certification MC-202 Dumps - MC-202 Salesforce Certified Marketing Cloud Email Specialist

We have seen that candidates who study with outdated MC-202 practice material don't get success and lose their resources. To save you from loss of money and time, BrainDumpsStore is offering a product that is specially designed to help you pass the Salesforce Certified Marketing Cloud Email Specialist (MC-202) exam on the first try. The Salesforce MC-202 Exam Dumps is easy to use and very easy to understand, ensuring that it is student-oriented. You can choose from 3 different formats available according to your needs. The 3 formats are desktop MC-202 practice test software, web-based MC-202 practice exam, and MC-202 dumps PDF format.

## Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q113-Q118):

### NEW QUESTION # 113

Northern Trail Outfitters is redesigning its brand guidelines and wants to ensure its emails are accessible. Which best practice should the email designer follow to meet accessibility standards?

- A. Use contrasting colors
- B. Minimize whitespace
- C. Build image-based emails.

**Answer: A**

Explanation:

To ensure that emails are accessible, the email designer should follow best practices such as using contrasting colors. High contrast between text and background colors helps people with visual impairments or color blindness to read the content more easily. This practice is a key aspect of meeting accessibility standards and making content accessible to a broader audience.

Reference: Salesforce Marketing Cloud Documentation on Email Accessibility Best Practices

### NEW QUESTION # 114

Northern Trail Outfitters (NTO) stores sales representative information in a data extension. NTO wants to personalize the From Name in emails with the targeted customer's specific representative.

Which functionalities accomplish the requested configuration?

- A. Delivery Profile and AMP script Lookup
- B. Send Classification and Subscriber Attributes
- C. Sender Profile and AMP script Lookup

**Answer: C**

Explanation:

To personalize the From Name in emails with the targeted customer's specific representative, Northern Trail Outfitters should use a Sender Profile in conjunction with AMPscript Lookup. A Sender Profile allows the configuration of dynamic sender information, and AMPscript Lookup can be used to retrieve the representative's information from a data extension. This combination enables the dynamic personalization of the From Name in emails.

References:

Salesforce Marketing Cloud Documentation on Sender Profiles

Salesforce Marketing Cloud Documentation on AMPscript Lookup

### NEW QUESTION # 115

A marketer has been asked to collect contact information using Marketing Cloud for users obtained from social channels for future mailing.

What should the marketer do to accomplish this?

- A. Use an interactive form from email Studio to collect this information
- B. Web Studio to capture Query parameters from social media link.
- C. Use Journey Builder to build an audience using Ad Studio.

**Answer: B**

Explanation:

To collect information from users obtained through social channels, marketers can use Web Studio to capture query parameters from social media links. This involves creating landing pages or forms that capture data when users click on social media links and are redirected to these pages. This data can then be used for future mailings and targeted marketing campaigns. Web Studio provides tools for creating and managing landing pages, forms, and microsites that can effectively capture and process user data from various sources, including social media.

Reference:

Salesforce Marketing Cloud Documentation: Web Studio

### NEW QUESTION # 116

A marketer with Northern Trail Outfitters needs to review how different variations of an email will render in different email clients.

Which tool should the marketer use?

- **A. Send Preview**
- B. Test Send
- C. Content Detective

**Answer: A**

Explanation:

Send Preview is a feature in Salesforce Marketing Cloud that allows marketers to preview how their emails will render across different email clients and devices. This tool helps ensure that email content is displayed correctly and consistently, regardless of the recipient's email client. By using Send Preview, marketers can identify and fix rendering issues before sending the email, thus enhancing the email's visual appeal and effectiveness.

References:

Salesforce Marketing Cloud Documentation: Send Preview

### NEW QUESTION # 117

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

**Answer: A**

Explanation:

Reference: Salesforce Documentation - AMPscript

### NEW QUESTION # 118

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