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MARKETING CLOUD EMAIL SPECIALIST

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The Salesforce Certified Marketing Cloud Email Specialist (MC-202) certification has become a basic requirement to advance rapidly in the information technology sector. Since Salesforce MC-202 actual dumps are vital to prepare quickly for the examination. Therefore, you will need them if you desire to ace the Salesforce Certified Marketing Cloud Email Specialist (MC-202) exam in a short time.

Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q104-Q109):

NEW QUESTION # 104

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. Mark the data extension as Sendable.

- C. Use Email Address as Subscriber Key.

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 # 105

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

Answer: B

Explanation:

Reference:Salesforce Documentation - All Subscribers

NEW QUESTION # 106

Northern Trail Outfitters (NTO) notices that some of its unsubscribe reasons are related to Reply Mail Management (RMM). NTO does not have RMM in its account.

What contributes to these unsubscribe reasons?

- **A. List Unsubscribe header**
- B. Profile Center Unsubscribe
- C. Universal Unsubscribe

Answer: A

Explanation:

The List Unsubscribe header is an email header that allows subscribers to easily unsubscribe from emails without relying on the sender's unsubscribe link. This header is managed by various email clients and ISPs, offering recipients a one-click method to unsubscribe, which can contribute to unsubscribe reasons even if Reply Mail Management (RMM) is not implemented in the account.

Reference:Salesforce Marketing Cloud Documentation on List Unsubscribe Header

NEW QUESTION # 107

Northern Trail Outfitters' marketing manager wants to schedule a report to be sent weekly to an Azure Blob regarding the performance of a holidays campaign.

Which tool should they use?

- A. Datorama pivot Table
- B. Campaign Email Tracking Report
- **C. Tracking Data Extract file transfer**

Answer: C

Explanation:

To schedule a report to be sent weekly to an Azure Blob regarding the performance of a holidays campaign, the marketing manager should use the Tracking Data Extract file transfer. This tool allows the extraction of tracking data from Salesforce Marketing Cloud, which can then be transferred to an external storage location such as Azure Blob. By setting up an automation in Automation Studio,

this process can be scheduled to run weekly, ensuring the performance data is consistently sent to the desired location.
Reference: Salesforce Marketing Cloud Documentation on Tracking Data Extracts and File Transfers

NEW QUESTION # 108

Leadership at Northern Trail Outfitters wants to see a dashboard showing the success rate of customers that have been through a Welcome Series Journey in the last 7 days.
Where should they find this dashboard?

- **A. Datorama Reports - Journey Performance**
- B. Journey Builder - JourneyHistory
- C. Reports - Journey Engagement

Answer: A

Explanation:

To view a dashboard showing the success rate of customers that have been through a Welcome Series Journey in the last 7 days, Northern Trail Outfitters' leadership should look at Datorama Reports - Journey Performance. This tool provides comprehensive insights and performance metrics for journeys, including success rates and engagement over specified time periods.

References:

Salesforce Marketing Cloud Documentation on Datorama Reports

NEW QUESTION # 109

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