

Newest Exam MC-202 Study Guide Offer You The Best Free Brain Dumps | Salesforce Certified Marketing Cloud Email Specialist



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The Salesforce MC-202 certification exam syllabus is changing with the passage of time. As a MC-202 exam candidate you have to be aware of these Salesforce MC-202 exam changes. To give you complete knowledge about the Salesforce MC-202 Exam Topics, the ExamsTorrent has hired a team of experts that consistently work on these changes and add these changes in Salesforce MC-202 exam practice test questions.

Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q112-Q117):

NEW QUESTION # 112

Northern Trail Outfitter historically received a bulk data file from a vendor per day in its Marketing cloud SFTP. The vendor is updating its sending cadence and will be delivering files over approximately eight hours throughout the day. The files will maintain the same naming convention and include a timestamp.

Which update should be implemented to the automation to process the files as they are received while minimizing network?

- A. Replace the Schedule with File Drop and use a filename pattern
- B. Implement an API to start automation with every file transfer.
- C. Replicate the automation and schedule mem to execute server eight hours

Answer: A

Explanation:

When the file delivery cadence changes to multiple times a day, it is efficient to replace the existing schedule-based automation with a File Drop automation. This setup triggers the automation whenever a file matching a specific filename pattern is dropped into the SFTP, thereby minimizing network usage and ensuring timely processing of the files as they are received.

Reference:Salesforce Marketing Cloud Documentation on File Drop Automations

NEW QUESTION # 113

A marketing team wants to schedule automatic delivery of pivot table data to an Amazon Web Services (AWS) S3 bucket every Monday at 6:00 a.m.

Which method meets their needs?

- **A. File Transfer Activity in Automation Studio**
- B. Report Definition Activity in Automation Studio
- C. Report Scheduling in Datorama Reports

Answer: A

Explanation:

To schedule the automatic delivery of pivot table data to an Amazon Web Services (AWS) S3 bucket, you can use the File Transfer Activity in Automation Studio. This activity enables you to configure the transfer of files to external servers, including S3 buckets, and schedule it to run at specified times. Reference:Salesforce Marketing Cloud Documentation on File Transfer Activity.

NEW QUESTION # 114

When building an email audience, a marketer first runs a query to update a data extension referenced in the audience query.

Which configuration should be used to ensure the exclusion is updated before the audience query runs?

- A. In the step with the two SQL activities, place a wait step between them.
- **B. Place the audience SQL Query Activity in a step after the exclusion SQL Query Activity.**
- C. Place the audience SQL Query Activity below the exclusion SQL Query Activity.

Answer: B

Explanation:

Reference:Salesforce Documentation - Automation Studio Activities

NEW QUESTION # 115

Northern Trail Outfitters (NTO) wants to use customer engagement to automatically send content to increase click rates in its holiday promotional email.

Which feature should NTO use?

- **A. Einstein Content Selection**
- B. Einstein Coy Insights
- C. Enhanced Dynamic Content

Answer: A

Explanation:

Einstein Content Selection uses AI to automatically select and deliver the most relevant content to each subscriber, increasing engagement and click rates. For Northern Trail Outfitters, this feature can help personalize holiday promotional emails based on individual subscriber engagement. More information can be found in the Einstein Content Selection documentation.

NEW QUESTION # 116

Leading up to various holidays seasons, Northern Trail Outfitters (NTO) plans to include special events and content in its emails. This content will change throughout the year.

What should NTO use to ensure the most up-to-date content is included in each email?

- **A. Reference Content Block**
- B. Einstein Content Selection
- C. Dynamic Content Block

Answer: A

Explanation:

To ensure that the most up-to-date content is included in each email, Northern Trail Outfitters should use a Reference Content Block. This type of content block allows you to create content once and reuse it across multiple emails. By referencing the content block in different emails, any updates made to the content block will automatically reflect in all emails that use it. This ensures consistency and timeliness of the content, which is especially useful for special events and content that change throughout the year. Reference: Salesforce Marketing Cloud Documentation on Reference Content Blocks

NEW QUESTION # 117

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