



Salesforce

MC-202-PT Exam

Salesforce Certified Marketing Cloud Email Specialist Practice Test

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Question 1. (Single Select)

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

Correct Answer: A

Question 2. (Single Select)

Northern Trail Outfitters allows nonregistered customers to provide a phone number for open orders. The provided contact information is to be deleted after 30 days.

Which feature provides a way to automatically maintain a data extension's records?

- A: Delete Filter Activity
- B: Contact Delete
- C: Data Retention Policy

Correct Answer: C

Question 3. (Single Select)

Northern Trail Outfitters is sending a welcome email to a new group of customers. When the marketer deploys the email, no one receives it.

Which configuration caused the send to fail?

- A: Two fields with "Email Address data type
- B: Failure to choose the send classification
- C: Incorrect Sending Relationship

Correct Answer: C

Question 4. (Single Select)

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

Correct Answer: C

Question 5. (Single Select)

When receiving spam complaints from recent email sends, a marketer from Northern Trail Outfitters (NTO) identifies an email address that has consistently marked promotional email messages from WTO as spam.

What should the marketer do to prevent the subscriber from receiving further commercial messages?

- A: Use the complaint exclusion list on future sends.

B: Add the subscriber to the auto-suppression list.

C: Delete the subscriber from All Subscribers

Correct Answer: B



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