



Salesforce

MC-202 Exam

Salesforce Certified Marketing Cloud Email Specialist

Exam Latest Version: 34.1

DEMO Version

Full Version Features:

- 90 Days Free Updates
- 30 Days Money Back Guarantee
- Instant Download Once Purchased
- 24 Hours Live Chat Support

Full version is available at link below with affordable price.

<https://www.directcertify.com/salesforce/mc-202>

Question 1. (Single Select)

A customer requested Northern Trail Outfitters NOT record any clicks or opens performed by them.

What should be configured to ensure compliance with this request?

- A: Exclusion Script
- B: DoNotTrack Attribute
- C: Consent Management

Correct Answer: B

Explanation:

The DoNotTrack attribute can be configured to ensure that no tracking information, such as clicks or opens, is recorded for a specific customer. This complies with customer requests to avoid tracking their interactions. For comprehensive details, refer to the Consent Management documentation.

Question 2. (Single Select)

Northern Trail Outfitters (NTO) currently uses AMPscript to create customized content for its subscribers.

Which actions should help build confidence in NTO's dynamic email capabilities?

- A: Use a Guided Send to perform a test send to Internal users using subscriber data.
- B: Use CloudPages to duplicate the dynamic code and test it by using manual subscriber inputs.
- C: Use Preview and Test, select a targeted subscriber, and send the email to internal team members.

Correct Answer: C

Explanation:

Using the "Preview and Test" feature in Salesforce Marketing Cloud allows you to simulate how an email will appear to specific subscribers. By selecting a targeted subscriber, you can ensure the dynamic content and AMPscript are functioning correctly before sending the email to actual recipients. This method builds confidence in the dynamic email capabilities by allowing internal team members to see exactly what the end user will see. Reference:Salesforce Marketing Cloud Documentation on Preview and Test.

Question 3. (Single Select)

Northern Trail Outfitters uses an automation to process and report sales agents'weekly data extensions. All sales agents' data is needed for the automation's created report to be correct. Some agents have not been creating their data extensions in time.

Which step prevents the automation from completing the automation instance and delivering an inaccurate report?

- A: Data Extract Activity
- B: Verification Activity
- C: Wait Activity

Correct Answer: B**Explanation:**

Verification Activity in Salesforce Marketing Cloud ensures that specific criteria are met before an automation continues. In the context ofNorthern Trail Outfitters, using a Verification Activity can check if all necessary data extensions are present and correctly populated before proceeding with the automation. This step is crucial to prevent the automation from completing with missing data,which would result in inaccurate reports.

Salesforce Marketing Cloud Documentation:Verification Activity

Question 4. (Single Select)

A marketer wants to quickly view the link performance for a specific email, including Total Clicks and Unique Clicks.

Which area of the application should provide this data?

- A: Send Performance Tab
- B: Email Overlay View
- C: Tracking Conversions Tab

Correct Answer: B

Explanation:

The Email Overlay View in Salesforce Marketing Cloud provides a detailed visual representation of an email's performance, including metrics such as Total Clicks and Unique Clicks. This view overlays performance data directly onto the email, making it easy to see which links were clicked and how frequently. This feature is described in the Salesforce Marketing Cloud documentation under email tracking and reporting features.

Question 5. (Single Select)

Northern Trail Outfitters (NTO) wants to grow its number of email subscribers.

Which action follows best practices to increase subscribers?

- A: Send an SMS to NTO's entire customer database with a link to subscribe.
- B: Collect emails at offline activities, including in stores.
- C: Send an email to NTO's entire customer database asking for referrals.

Correct Answer: B

Explanation:

Collecting emails at offline activities, such as in-store events or other physical locations, is a best practice for increasing subscribers. It ensures that the emails collected are from individuals who

are genuinely interested in the brand and are more likely to engage with email communications. This method also helps to maintain the quality and relevance of the email list.



Full version is available at link below with affordable price.

<https://www.directcertify.com/salesforce/mc-202>

30% Discount Coupon Code: LimitedTime2025

*** 100% MONEY BACK GUARANTEED**
CERTIFICATION EXAMS
STUDY GUIDES

50K Plus Satisfied Customers

FREE TRIAL

*** Product Features**

- * 100% Success in the Final Exam
- * 90 Days Free Updates
- * Latest Exam Q/A
- * 24/7 Customer Support
- * Practice Exams

*** Free Demo for Practice Test & PDF**

VISA AMERICAN EXPRESS DISCOVER G Pay