



Free Salesforce Certified Marketing Cloud Email Specialist (MC-202) Practice Questions

Shared by Woods on 13-08-2026

For More Free Questions and Preparation Resources

Check the Links on Last Page



Question 1

Question Type: MultipleChoice

The marketing team at Northern Trail Outfitters observed a bounce rate of 23% for their last email send.

Which best practice should they follow to uphold their sender reputation?

Options:

- A- Continue monitoring the bounce rate for changes.
- B- Remove the bounced addresses before the next send.
- C- Nothing --- bounce rates up to 30% are acceptable.

Answer:

B

Explanation:

To maintain a healthy sender reputation, it is essential to remove bounced addresses before the next send. High bounce rates can negatively impact deliverability and sender reputation. Cleaning up the email list by removing invalid or non-responsive email addresses ensures better deliverability and engagement rates.

Question 2

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) wants to simplify a journey that has a decision split prior to every email send to remove certain subscribers from the journey.

What should NTO do to simplify the journey?

Options:

- A- Use the Update Contact action.
- B- Utilize exit criteria for the journey.
- C- Ensure the Contact entry mode is No re-entry

Answer:

B

Question 3

Question Type: MultipleChoice

The website team at North Trail Outfitter has noticed performance issues on the site when the marketing team sends promotional emails.

What should the marketer do to prevent this problem?

Options:

- A- Use Delayed Delivery
- B- Segment email sends by domain.
- C- Configure Send Throttling.

Answer:

C

Explanation:

Send Throttling allows marketers to control the rate at which emails are sent, thereby preventing performance issues on the website caused by sudden spikes in traffic. By configuring send throttling, Northern Trail Outfitters can spread out the email send over a period of time, reducing the load on their website. For detailed information, refer to the Send Throttling documentation.

Question 4

Question Type: MultipleChoice

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?

Options:

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

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 contentblock 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.

Question 5

Question Type: MultipleChoice

Northern Trail Outfitter (NTO) wants to use Marketing Cloud's Subscription Center to allow subscribers to control which types of emails do NOT want to receive. NTO's audiences are contained in data extensions.

Which object should be used?

Options:

- A- Publication List
- B- Suppression Lists
- C- Exclusion Lists

Answer:

A

Question 6

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) is using Datorama Reports for Marketing Cloud to report on email and journey performance.

Which preconfigured dashboard should NTO review to get an idea of which journeys are performing the best?

Options:

- A- Email and Journey Overview Dashboard
- B- Email Performance Dashboard
- C- JourneyPerformance by Email Dashboard

Answer:

A

Question 7

Question Type: MultipleChoice

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?

Options:

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

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.

Salesforce Marketing Cloud Documentation: Web Studio

Question 8

Question Type: MultipleChoice

Every day, Northern Trail Outfitters (NTO) adds to a data extension with purchasers of a new luxury cooler line. To give these customers a high-end purchasing experience, NTO wants to send a customized 'congratulations' email the day they are posted in the data extension, and follow up with a review request 14 days later.

Which automation solutions should be set up to accommodate this request?

Options:

- A- Journey Builder and Behavioral Triggers
- B- Automation Studio and Path Optimizer
- C- Automation Studio and Journey Builder

Answer:

C

Explanation:

To accommodate the request of sending a customized 'congratulations' email and a follow-up review request, Northern Trail Outfitters (NTO) should use a combination of Automation Studio and Journey Builder. Automation Studio can be used to add new purchasers to the data extension daily, and Journey Builder can manage the customized email journey, including the immediate 'congratulations' email and the follow-up review request 14 days later. Reference: Salesforce Marketing Cloud Documentation

To Get Premium Files for Marketing-Cloud-
Email-Specialist Visit

<https://www.p2pexams.com/products/marketing-cloud-email-specialist>

For More Free Questions Visit

<https://www.p2pexams.com/salesforce/pdf/marketing-cloud-email-specialist>

20%
DISCOUNT

P2P
exams