



**Salesforce Certified Marketing Cloud Email Specialist
(MC-202) Mock Exam**

Shared by Webster on 17-06-2026

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Question 1

Question Type: MultipleChoice

Northern Trail Outfitters needs to send a transactional email to all customers who purchased an item that was recently recalled. The email must be sent to each applicable customer even if they have unsubscribed.

Which component should be configured to provide this functionality?

Options:

- A- Delivery Profile
- B- Send Classification
- C- Sender Profile

Answer:

B

Explanation:

A Send Classification in Salesforce Marketing Cloud (SFMC) is configured to handle various sending parameters, including the ability to send transactional emails. Transactional emails must be sent regardless of the subscriber's status, including if they have unsubscribed. This is crucial for communications such as recall notices, where the information is considered essential. Send Classifications have a setting specifically for transactional emails which ensures that these emails bypass the standard unsubscribe list.

Question 2

Question Type: MultipleChoice

After sending an initial 'welcome' email, Northern Trail Outfitters needs to configure Journey Builder to continue a customer acquisition journey after a purchase is made on its website.

Which type of activity should be used?

Options:

- A- Engagement Split
- B- Behavioral Trigger
- C- Wait Until Event

Answer:

C

Explanation:

In Journey Builder, a 'Wait Until Event' activity is used to pause a journey until a specific event occurs, such as a purchase on a website. This allows the journey to continue with different steps based on customer behavior. For Northern Trail Outfitters, after the initial 'welcome' email, the journey can be configured to wait until the customer makes a purchase before proceeding to the next steps in the journey.

Question 3

Question Type: MultipleChoice

Northern Trail Outfitters is looking at solutions that provide warnings/advice automatically about Email Sends using Artificial Intelligence.

Which standard tool best does this?

Options:

- A- Einstein Copy Insights
- B- Einstein Email Recommendations
- C- Einstein Messaging Insights

Answer:

C

Explanation:

Einstein Messaging Insights is a tool within Salesforce Marketing Cloud that leverages artificial intelligence to provide real-time insights and alerts about the performance of your email sends. It identifies anomalies and provides recommendations on how to improve engagement and

deliverability. This tool helps marketers by automatically detecting any issues with email sends and offering actionable advice to rectify them. It is specifically designed to enhance the effectiveness of your email marketing campaigns through intelligent data analysis.

Salesforce Marketing Cloud Documentation: Einstein Messaging Insights

Question 4

Question Type: MultipleChoice

The marketing team wants to target subscribers with a 'thank you' offer for all subscribers who have opened an email in the past year.

Which tool should they use to identify the subscribers to send to?

Options:

- A- Total Opens measure
- B- _Open data view
- C- Tracking Data Extract

Answer:

B

Explanation:

The _Open data view in Salesforce Marketing Cloud contains detailed information about all email opens, including subscriber data and timestamps. This data view can be queried to identify subscribers who have opened emails within a specific timeframe, such as the past year, to target them with a 'thank you' offer.

Question 5

Question Type: MultipleChoice

The marketing team at Northern Trail Outfitters is concerned about its email deliverability rates over the last three months.

Which remediation tactic should be used to improve deliverability?

Options:

- A- Increase the frequency of email sending to boost engagement.
- B- Broaden segmentation criteria to reach more diverse audiences.
- C- Scale back sending for specific ISPs until the issue subsides.

Answer:

C



Explanation:

To improve email deliverability, it is effective to scale back sending to specific ISPs where issues have been identified. This approach helps in maintaining a good sender reputation and avoiding potential blocks or filtering by the ISPs. By reducing the sending volume to problematic ISPs temporarily, you give the infrastructure time to resolve the issues, which can then help improve overall deliverability rates. Reference: Salesforce Marketing Cloud Documentation on Email Deliverability Best Practices.

Question 6

Question Type: MultipleChoice

A marketer is preparing to send out the weekly newsletter, but they're unable to see the email address that they would like to send from.

Where should a marketer go to see a list of all email addresses and domains that are verified for sending?

Options:

- A- From Address Management
- B- Send Classifications
- C- Domain SSL Certificates

Answer:

A

Explanation:

The 'From Address Management' section in Salesforce Marketing Cloud allows marketers to see a list of all email addresses and domains that are verified for sending. This feature helps ensure that only authorized email addresses are used for sending emails, maintaining the credibility and deliverability of the emails sent through Marketing Cloud.

ce:

Salesforce Marketing Cloud Documentation: From Address Management



Question 7

Question Type: MultipleChoice

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?

Options:

A- Send Performance Tab

B- Email Overlay View

C- Tracking Conversions Tab



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 8

Question Type: MultipleChoice

Northern Trail Outfitters third-party point-of-sale software order information in batches of large files. the timing varies throughout the day.

Which feature should be used to accommodate this setup?

Options:

- A- Triggered Automation
- B- Scheduled Automation
- C- Wait Activity

Answer:

A

Explanation:

Triggered Automation in Salesforce Marketing Cloud is designed to accommodate the processing of data files that arrive at varying times throughout the day. This feature automatically starts the automation whenever a new file is detected, ensuring timely processing of the batch order information.

Question 9

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) has rolled out changes to the OTS CTA button color.

Where should NTO be able to see if there has been a lift in the overall likelihood to click?

Options:

- A- Einstein Engagement Frequency
- B- Einstein Engagement Scoring

C- Einstein Messaging Insights

Answer:

B

Explanation:

Einstein EngagementScoring provides insights into how changes, such as the color of a CTA button, impact the likelihood of subscribers engaging with emails. It uses predictive analytics to score and segment subscribers based on their engagement behaviors, allowing marketersto see the lift in engagement metrics like click-through rates.



Question 10

Question Type: MultipleChoice

The marketing team wants to split their primary customer data extension into 10 separate segments, to use for future A/B testing score.

Which feature should be used to easily segment the data extension?

Options:

A- Filter Data Activity

B- Random Data Extension

C- SQL query activity



Answer:

B

Question 11

Question Type: MultipleChoice

A marketer needs to send emails to the creative team for proofing as part of an email campaign.

Which feature should help achieve this as an automatic flow?

Options:

- A- Subscriber Preview
- B- Approval Workflow
- C- Content Builder Approvals

Answer:

B



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