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### Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q88-Q93):

#### NEW QUESTION # 88

Amarketer is asked to create a sendable data extension from various tables including orders, subscribers, and product line items. The resulting data extension will be used as an entry source for a journey. Which tool should help create this table?

- A. Automation Studio
- B. Audience Studio
- C. Data Designer

**Answer: C**

Explanation:

To create a sendable data extension from various tables including orders, subscribers, and product line items, the marketer should use Data Designer. Data Designer allows users to define and related data within Marketing Cloud, facilitating the creation of complex data relationships and data extensions used in journeys and campaigns.

References:

Salesforce Marketing Cloud Documentation on Data Designer

#### NEW QUESTION # 89

Northern Trail Outfitters is looking at solutions that provide warnings/advice automatically about Email Sends using Artificial Intelligence. Which standard tool best does this?

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

**Answer: A**

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.

References:

Salesforce Marketing Cloud Documentation: Einstein Messaging Insights

#### NEW QUESTION # 90

A marketer is using Preview ..Test sending to check that content is ready for an upcoming campaign and notices the Send Log Data Extension is not updating. What is the reason records are NOT being recorded?

- A. Test sends are not recorded on the Send Log Data Extension.
- B. The send exceeded the maximum test send threshold.
- C. A subscriber was not selected in the Subscriber Preview tab.

**Answer: A**

Explanation:

In Salesforce Marketing Cloud, the Send Log Data Extension is used to record information about actual sends that go out to subscribers. However, test sends and preview sends are not logged in the Send Log Data Extension because they are intended for testing and validation purposes, not actual subscriber communications.

References:Salesforce Marketing Cloud Documentation on Send Logging

#### NEW QUESTION # 91

The customer service team at Northern Trail Outfitters is reporting that customers are complaining about emails ending up in their spam folders. The marketing team is asking for a solution that can check if the email contains any flags that can classify it as spam.

- A. Test Send
- B. Subscriber Preview
- C. Content Detective

**Answer: C**

Explanation:

Content Detective is a tool in Salesforce Marketing Cloud that helps identify words, phrases, and patterns in email content that may trigger spam filters. By running Content Detective before sending an email, the marketing team can get insights and suggestions on how to modify the content to avoid common spam triggers, improving email deliverability.

References:Salesforce Marketing Cloud Documentation on Content Detective

#### NEW QUESTION # 92

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

Which action follows best practices to increase subscribers?

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

**Answer: A**

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.

References:Salesforce Marketing Cloud Documentation on Subscriber Acquisition Best Practices

#### NEW QUESTION # 93

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