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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q65-Q70):

NEW QUESTION # 65

Northern Trail Outfitters (NTO) wants to be notified of any abnormal subscriber behavior with its 'Weekly Deal email. Which feature provides notification badges to alert NTO of any performance issues?

- A. Einstein Messaging Insight
- B. Einstein Copy insights
- C. Einstein Engagement Scoring

Answer: A

Explanation:

Einstein Messaging Insights in Salesforce Marketing Cloud provides notification badges and alerts to help users quickly identify any abnormal subscriber behaviors or performance issues with their email campaigns.

This feature leverages AI to detect and notify marketers of anomalies, ensuring they can promptly address any concerns.

Reference: Salesforce Marketing Cloud Documentation on Einstein Messaging Insights

NEW QUESTION # 66

The marketer for Northern Trail Outfitters wants to review the tone of subject lines and the effect on engagement for recent sends.

Which tool should supply insights into the tone of subject lines?

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

Answer: B

Explanation:

Einstein Copy Insights is a tool within Salesforce Marketing Cloud that provides analysis and suggestions on the effectiveness of email copy, including subject lines. This tool analyzes the tone, length, and structure of subject lines to determine their impact on engagement metrics such as open rates and click-through rates. It uses AI to offer insights that can help marketers optimize their email content for better performance.

Reference: Salesforce Marketing Cloud Documentation

NEW QUESTION # 67

Northern Trail Outfitters recently purchased stock art to be used within its emails. However, given the sheer amount of content, locating images for specific campaigns proves to be difficult.

Which solution should make locating appropriate images easier?

- **A. Import a metadata tag index for the stock art so the images are searchable**
- B. Configure Eastern Content Tagging to automatically tag stock art.
- C. Select categories and content type from the import dropdown when importing images.

Answer: A

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Content Management and Metadata Tagging

NEW QUESTION # 68

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?

- **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 content block 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.

Reference: Salesforce Marketing Cloud Documentation on Reference Content Blocks

NEW QUESTION # 69

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?

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

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.

Reference: Salesforce Marketing Cloud Documentation on Email Deliverability Best Practices

NEW QUESTION # 70

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