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## Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q12-Q17):

### NEW QUESTION # 12

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 Email Recommendations
- B. Einstein Copy Insights
- 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.

References:

Salesforce Marketing Cloud Documentation: Einstein Messaging Insights

### NEW QUESTION # 13

A marketer has scheduled an email that was approved in Content Builder Approvals by their manager. The marketer then receives a message from their manager that changes are needed and an email approval has been withdrawn.

What should happen with the scheduled send, if no other action is taken?

- A. The originally approved version of the email will be sent.
- B. The send is canceled when the approval is withdrawn.
- C. The Send is paused until it is approved again.

**Answer: B**

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Content Builder Approvals and Email Send Management

### NEW QUESTION # 14

Northern Trail Outfitters wants to organize its assets so images can be easily searched by tags in Content Builder. However, most images have multiple tags that could be applied, which makes it more difficult to filter to a manageable number of results.

How should the number of tags selected for an asset be minimized while still providing the necessary granularity?

- A. Leverage Einstein for content tagging.
- B. Use nested tags to create hierarchies.
- C. Make the Customer Key more descriptive.

**Answer: B**

Explanation:

Using nested tags to create hierarchies allows for a more organized and structured tagging system. This approach reduces the number of tags per asset by grouping related tags under broader categories, making it easier to filter and search for specific content. This method maintains the necessary granularity while improving manageability. Salesforce Marketing Cloud documentation on Content Builder provides guidance on setting up and using nested tags effectively.

### NEW QUESTION # 15

Northern Trail Outfitters (NTO) has multiple lines of businesses sharing one business unit. NTO wants to ensure its customers can identify their specific line of business when receiving an email.

Which setting should be configured in a send to identify the line of business sending the message?

- A. Sender Profile
- B. Brand Builder
- C. Sender Authentication Package

**Answer: A**

Explanation:

To ensure customers can identify their specific line of business when receiving an email, Northern Trail Outfitters should configure the Sender Profile. The Sender Profile allows customization of the "From Name" and "From Email Address" for each email send, making it clear to recipients which line of business is sending the message.

References:

Salesforce Marketing Cloud Documentation:Sender Profiles

### NEW QUESTION # 16

A marketer needs a quick count of record in a data extension with 'Djibouti' as they value for Country.

What should they use to determine the number of matching records in the least number of steps?

- A. SQL Query
- B. Data Filter
- C. Filtered data extension

**Answer: B**

Explanation:

To quickly determine the number of records with 'Djibouti' as the value for the Country field, a Data Filter can be used. This tool allows marketers to create filters based on specific criteria and view the count of matching records in a few simple steps.

Reference:Salesforce Marketing Cloud Documentation on Data Filters

### NEW QUESTION # 17

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