

Use Case #20 – Link & UTM Validator for SFMC

Prompt:

I have this HTML email code. Can you check if any of the links are broken, missing UTMs, or using non-secure HTTP? Also point out if any UTMs are duplicated or look inconsistent.

html

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```
<a  
href="http://example.com?utm_source=email&utm_medium=crm&utm_campaign=  
spring_sale">Click here</a>  
  
<a href="https://example.com/page">Explore</a>  
  
<a  
href="https://example.com?utm_source=email&utm_campaign=spring_sale">S  
hop now</a>
```

Use Case #21 – Audience Segment Explainer

Prompt:

This is a SQL audience query used in SFMC. Can you explain what it does in plain English for someone non-technical?

sql

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```
SELECT *  
  
FROM Customers  
  
WHERE Age > 35  
  
AND State = 'CA'
```

AND LastPurchaseDate >= DATEADD(day, -30, GETDATE())

Use Case #22 – Deployment Recap Generator

Prompt:

Here is the raw send log for an email campaign. Can you summarize the deployment in a readable format that I could share with my team?

text

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Campaign: Credit Boost Tips

Send Date: 07/20/2025

Audience: 45,000

Subject Line: "Boost Your Credit in 3 Easy Steps"

Opens: 13,240

Clicks: 2,480

Bounces: 1,200 (Hard: 400, Soft: 800)

Dynamic Versions: 3

Use Case #23 – Audience Overlap Detector

Prompt:

I have two SQL queries for two different email sends. Can you check if they might pull overlapping customers? Just tell me how much duplication you expect and why.

Query A:

sql

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```
SELECT Email
```

```
FROM Customers
```

```
WHERE State = 'TX' AND Age > 30
```

Query B:

sql

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```
SELECT Email
```

```
FROM Customers
```

```
WHERE Age BETWEEN 25 AND 40
```

```
AND LastPurchaseDate > DATEADD(day, -60, GETDATE())
```

Use Case #24 – Subject Line Sentiment Analyzer

Prompt:

Can you analyze the sentiment of the following email subject lines? Tell me which ones are positive, neutral, or negative and suggest one subject line improvement for engagement.

1. "You're Missing Out On These Deals"
 2. "Great News About Your Credit Score"
 3. "Urgent: Update Required Immediately"
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Use Case #25 – GPT-Powered Bounce Code Interpreter

Prompt:

I received the following bounce codes from a recent SFMC send. Can you explain what each code means in simple terms and whether the email address should be retried?

- **550 5.1.1 User unknown**
- **421 4.4.2 Connection timed out**
- **554 5.7.1 Message rejected due to spam content**