



# EEB-101<sup>Q&As</sup>

Essentials for Marketing Cloud Email Marketers

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### QUESTION 1

A marketer needs to create an attribute named Gender that has a drop-down menu with appropriate values in the Profile Center. How can this be accomplished? (Choose 2)

- A. Select the data type as Text
- B. Set a custom maximum length of six
- C. Create restricted values
- D. Select the attribute as required

Correct Answer: CD

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### QUESTION 2

Which two best practices should the customer follow to ensure marketers across the company are taking full advantage of Content Builder? Choose 2 answers

- A. Plan for content to be used cross-channel, eliminating duplicates.
- B. Create folders for each type of uploaded content.
- C. Import all content up front, rather than piece by piece.
- D. Optimize the way content is stored with a naming convention.

Correct Answer: AD

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### QUESTION 3

A marketer wants website visitors to have the option to subscribe to specific publications and make updates to their profile. Which tool would the marketer use in this scenario?

- A. Subscriber Group
- B. Send Log
- C. Data Filter
- D. Web Collect

Correct Answer: D

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### QUESTION 4

What are some best practices for improving email delivery? (Choose 2)



- A. Make sure you are communicating in frequency subscriber expects.
- B. Don\\'t buy email lists
- C. Authenticate email to avoid bulk folder delivery
- D. Walled Content

Correct Answer: AC

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#### QUESTION 5

Select three (3) best practices for interacting with potential and active subscribers?

- A. Follow the CAN SPAM Law
- B. Always make email opt in required
- C. Make unsubscribing easy
- D. Make unsubscribing easy, no more than 4 clicks
- E. Only use the email address offered

Correct Answer: ACE

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