



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

Essentials for Marketing Cloud Email Marketers

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**QUESTION 1**

A marketer uses Email Approvals. In which send process must an email have an "Approved" status prior to send? (Choose 3)

- A. A/B Tests
- B. Scheduled Sends
- C. Send Previews
- D. Triggered Sends
- E. Test Sends

Correct Answer: ABD

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**QUESTION 2**

A marketer sends an email to a sendable data extension that contains a Customer\_ID field with a numeric data type that relates to the Subscriber Key in All Subscribers as a Send Relationship. What is a true statement about the email send behavior for any subscriber who currently does NOT exist in All Subscribers? (Choose 2)

- A. The Primary Key and demographic data will be added to All Subscribers
- B. The subscriber will be added to All Subscribers with a status of Active
- C. The email send will fail
- D. The email address and Subscriber Key will be added to All Subscribers

Correct Answer: BD

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**QUESTION 3**

What are the 5 proven email practices to drive revenue? (Choose 5)

- A. Gain Subscribers
- B. Improve Deliverability
- C. Design for Clicks
- D. Send email consumers want
- E. Drive engagement
- F. Use automation
- G. Adhere to the CANSPAM act.



Correct Answer: ABCEF

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#### QUESTION 4

If you have more than 50,000 subscribers your test distribution should be what percent per condition?

- A. 15%
- B. 10%
- C. 5%
- D. 20%

Correct Answer: C

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#### QUESTION 5

In order to import into an data extension using "add" or "update" command what must it contain?

- A. Primary Key
- B. Email address
- C. Subscriber Key
- D. Subscriber Last name

Correct Answer: A

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