EEB-101^{Q&As}

Essentials for Marketing Cloud Email Marketers

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QUESTION 1

A marketing team wants to create an automation that can take a population, evaluate its subscriber data,

and send a series of emails. The emails received may vary based on each subscriber\'s engagement with

previous emails in the automation.

Which tool should a team with no SQL knowledge or support use?

A. Predictive Email

B. Scheduled Email Sends

C. Automation Studio

D. Journey Builder

Correct Answer: A

QUESTION 2

A new data extension named "Orders" contains order data. One row is recorded for each customer\'s order. Customers can place multiple orders. The data extension Orders relates to other data extensions. The data extension Orders contains the following fields: OrderNumber: a unique alphanumeric order number customerID: a numeric customer identification number OrderDate: the system date and time for the order Instructions: an optional alphanumeric string that contains customer delivery notes.

Which statement accurately reflects the configuration of the Orders Data Extension?

A. The OrderNumber field will be a Number data type field

B. All fields in the data extension are nullable

C. CustomerID will be used as the Primary Key

D. OrderNumber will be used as the Primary Key

Correct Answer: D

QUESTION 3

Northern Trail Outfitters (NTO) has planned cross-channel marketing efforts based on how a subscriber responds to an email and when they last purchased. NTO is evaluating both Automation, Studio and Journey Builder for its campaigns and are leaning towards Journey Builder due to the available Activities. Which tree standard Canvas Activities are available in Journey Builder? (Choose three.)

A. SQL Query Activity

B. Post to Facebook

C. Send SMS

D. Decision Split

E. Wait By Duration

Correct Answer: CDE

QUESTION 4

A marketing team is using the Import Activity to import a CSV file into a data extension. The file location is the system default File Location: Enhanced SFTP. The import has failed and the error is "File Not Found." Which two steps should resolve the issue? (Choose two.)

A. Change the file format from "comma separated value" to "tab delimited."

B. Ensure the name of the file in the Import Activity matches the file name on the SFTP.

C. Use the Import Wizard to point to rename the file on the Enhanced SFTP.

D. Ensure the file to be imported is in the Import Folder on the Enhanced SFTP.

Correct Answer: BD

QUESTION 5

Which tactic will improve deliverability for a new sender?

A. Send email during the holiday season when new senders are less likely to be detected

B. Send email to a minimum of 35,000 subscribers per ISP per day

C. Send email to ISPs that have been notified of the new sender

D. Send email to the most active and engaged customers

Correct Answer: D

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