



EEB-101^{Q&As}

Essentials for Marketing Cloud Email Marketers

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**QUESTION 1**

What tool is recommended to render personalization strings, AMPscript, and dynamic content in an email message before sending it to a subscriber?

- A. List Detective
- B. Preview and test
- C. Send Flow
- D. Test Send

Correct Answer: B

QUESTION 2

A marketing associate at Northern Trail Outfitters must design an email campaign for the company's new winter offerings. Which email design best practice would the associate implement in this campaign?

- A. Limit the email text to 250 words
- B. Personalize the email content
- C. Segment the audience for the email
- D. Use an infographic email template

Correct Answer: B

QUESTION 3

A marketer sends an email to a sendable data extension. The data extension has a subscriber relationship that matches Customer_ID on the data extension to Subscriber Key on the All Subscribers List.

What is a true statement regarding the default email send behavior for a pre-existing subscriber?

- A. The email will be sent to the email address stored on the data extension.
- B. The email will be sent to the email address stored on the All Subscribers List.
- C. The email will be sent to the field marked as the Primary Key.
- D. The email will be sent to the Subscriber Key on the All Subscribers List.

Correct Answer: B

QUESTION 4



Northern Trail Outfitters (NTO) has a Master Subscriber data extension that contains profile and preference information. Various segments are created from the Master Subscriber data extension and each segment will need to be automatically refreshed daily.

Which two activities should NTO consider using? (Choose two.)

- A. SQL Query Activity
- B. Segment Activity
- C. Filter Activity
- D. Data Extract Activity

Correct Answer: AC

QUESTION 5

How is Primary Key used?

- A. Primary Key is used when defining a Send Relationship
- B. Primary Key is the unique value to identify a subscriber
- C. Primary Key identifies a row or a field in a data extension as unique
- D. Primary Key prevents data from being overwritten in a data extension

Correct Answer: D

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