



EEB-101^{Q&As}

Essentials for Marketing Cloud Email Marketers

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**QUESTION 1**

A marketer at Northern Trail Outfitters (NTO) has been tasked with growing its email subscriber audience. Which three best practices should the marketer keep in mind while trying to acquire new email subscribers? Choose 3 answers

- A. Tell customers why they want to receive NTO emails.
- B. Set expectations on send frequency and schedule.
- C. Automatically opt-in all new customers.
- D. Ask for detailed demographic information.
- E. Use explicit opt-in for any new web sign-ups.

Correct Answer: ABE

QUESTION 2

To import a data extension utilizing the add and/or update command what must it contain?

- A. Primary Key
- B. Secondary Key
- C. Subscriber Key
- D. Email Address

Correct Answer: A

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 three 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

By clicking what tab in Exact Target will you be able to view emails that are scheduled to be sent?

- A. Email Tab
- B. Pending Tab
- C. Templates Tab
- D. Lists tab

Correct Answer: B

QUESTION 5

A marketing team is using two systems to send emails. The team wants to maintain unsubscribe information between both of the systems. In order to remain compliant, they would like to update Marketing Cloud subscription status weekly based on unsubscribes from the other system. Which solution should they use to maintain subscriber status?

- A. Import unsubscribes into a data extension, then update status with a query.
- B. Create an automation triggered on unsubscribes from the other system.
- C. Create a suppression workflow for the unsubscribed accounts.
- D. Import unsubscribes with the appropriate status into All Subscribers.

Correct Answer: D

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