EEB-101^{Q&As}

Essentials for Marketing Cloud Email Marketers

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QUESTION 1

Northern Trail Outfitters (NTO) just hired a new associate who is brand new to email marketing to start creating and deploying the company\\'s monthly campaigns. NTO wants to ensure no mistakes are made. Which two elements of the send can be reviewed with Approvals? Choose 2 answers

A. Hyperlinks

B. Subject Line

C. From Name

D. Send Count

Correct Answer: BC

QUESTION 2

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

QUESTION 3

Northern Trail Outfitters just launched a new line of tents and sent a targeted email campaign to introduce

the product to its customers.

Where in Email Studio can the marketer see the performance summary of the recent email send?

A. Send Performance tab

B. Overview tab within Tracking

C. Job Links tab within Tracking

D. Summary tab

Correct Answer: B

QUESTION 4

Northern Trail Outfitters sends order confirmations to customers who have made online purchases.

Delivery of these emails must follow the "Transactional" CAN-SPAM requirements.

What feature should the marketer use?

A. Delivery Profile

B. Sender Profile

C. Send Classification

D. Send Definition

Correct Answer: C

QUESTION 5

Which of the following segmentation tools can be used for both lists and data extensions?

A. Data Filters

B. Query Activities

C. Groups

D. Measures

Correct Answer: A

QUESTION 6

Some of the best practices for interacting with potential and active subscribers include get permission, but remember permission expires over time and has a half life. What are some other best practices for interacting with potential and active subscribers? (Choose 3)

A. Keep SPAM complaints under 10%

B. Keep SPAM complaints under .01%

C. Make unsubscribe easy and honor immediately

D. Email never mandatory for customer interaction

E. Accurately identify the sender in the header information.

Correct Answer: BCD

QUESTION 7

List 3 unsubscription methods?

A. One-Click Unsubscribe

B. Survey

C. Reply Email

D. Subscription Center

Correct Answer: ACD

QUESTION 8

Northern Trail Outfitters is looking at using Journey Builder rather than Automation Studio to send emails. What are three benefits of using Journey Builder? Choose 3 answers

A. Updating or creating Salesforce CRM objects or records.

B. Extracting data from an Audience data extension for analysis.

C. A/B/N testing as part of the workflow to conduct timing and creative tests.

D. Criteria setting to segment contacts based on behavior using SQL.

E. Goal setting to have the system listen to see if users met the goal.

Correct Answer: ACE

QUESTION 9

What are three tactics for subscriber growth? (Select 3)

A. General Email Sign-up

B. Online Newsletter

C. Sign up requests specific to various sections of a website

D. Email capture via Facebook

Correct Answer: ACD

QUESTION 10

A marketer wants to overwrite the data in a data extension on a daily basis using Automation Studio. What can the marketer do to accomplish this task?

A. Create an Import Activity and execute it manually

B. Create an Import Activity to use in a workflow in Automation Studio

C. Create an import using the Import Wizard in the Email Application

D. Create an import using the Import Wizard in Automation Studio

Correct Answer: B

QUESTION 11

What is a capability of a data relationship?

A. Join three or more data extensions together to create a filtered data extension

B. Join a list and a data extension to filter the combined data

C. Join data extensions together to create one combined data extension

D. Join data extensions to filter or segment the fields from data extensions

Correct Answer: D

QUESTION 12

A marketer wants to send the same email with the same send properties in several automations. Which activity should be created within Automation Studio?

A. Triggered Send

B. Send Email

C. Automated Send

D. Template Send

Correct Answer: C

QUESTION 13

A customer has a Send Log they are using to track the email addresses that were sent to, date and time of the send, and the name of the email sent for reporting purposes. Per best practice, the customer stores 30 days of data in their Send Log and then archives the data into another data extension that holds data for one year. Which activity should be used to achieve the backup automatically?

A. Import File

B. Data Extract

C. SQL Query

D. Filter

Correct Answer: D

QUESTION 14

A marketing associate at Northern Trail Outfitters must create an email campaign for the company\\'s new winter offerings. Which method could the associate use to create the email message? (Choose 2)

A. Email Send Wizard

B. User-initiated email message

C. Email templates

D. HTML Paste

Correct Answer: CD

QUESTION 15

What does the validate tool check for? (Check all that apply)

A. The presence of an unsubscribe link

B. Invalid email address

C. A physical mailing address

D. Correct syntax for attributes

E. That each content area specified in the dynamic content rule exists

Correct Answer: ACDE

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