

EEB-101^{Q&As}

Essentials for Marketing Cloud Email Marketers

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QUESTION 1

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 2

Which recipient option is available with Simple Send? (Choose 2)

- A. Group
- B. Data Filter
- C. Data Extension
- D. Audience
- E. List

Correct Answer: AE

QUESTION 3

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 4

Northern Trail Outfitters wants to display different content areas based on the subscriber data. Which two features can be used to accomplish this? (Choose two.)

- A. Personalization Strings
- B. Profile Mapping
- C. AMPscript
- D. Dynamic Content

Correct Answer: CD

QUESTION 5

Northern Trail Outfitters (NTO) would like to target members who recently received and opened any promotional email with the subject line "NTO Spring Sale." What feature should be used to target these members?

- A. Email Send Report
- B. Group Refresh
- C. SQL Query Activity
- D. Engagement Split

Correct Answer: A

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