EEB-101^Q&As

Essentials for Marketing Cloud Email Marketers

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QUESTION 1

Northern Trail Outfitters uses HTML emails that have headers and footers coded into the email. What tool can the marketer use to control default headers and footers on email sends?

A. AMPscript Lookups

B. Dynamic Content

C. Sender Profile

D. Delivery Profile

Correct Answer: D

QUESTION 2

A marketing manager is reporting on the degree of customer engagement with the company\\'s email. Which metric can be used?

A. Click Through Rates

B. List Growth Rates

C. Influenced Revenue

D. Bounce Rate

Correct Answer: A

QUESTION 3

An email marketer has been tasked with increasing open rates on a weekly newsletter that currently uses a consistent, identifiable subject line: "NTO Weekly: Topics of Interest this week." Which two best practices should the marketer use to make the subject line more effective? Choose 2 answers

A. Include "RE:", "FWD:", "etc." to get the reader\\'s attention.

B. A/B test the effectiveness of different subjects.

C. Keep the subject text between 50 and 100 characters long.

D. Include information relevant to the message in the subject line.

Correct Answer: BD

QUESTION 4

Where can a marketer see the performance summary of a recent email send?

A. Summary tab

B. Job Links tab within Tracking

C. Overview Tab within Tracking

D. Send Performance Tab

Correct Answer: C

QUESTION 5

To write SQL that uses both customer data and system-generated data, what would they need to include in their query?

A. Data Filters

B. Measures

C. Data Views

D. All of the above

Correct Answer: C

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