

EEB-101^{Q&As}

Essentials for Marketing Cloud Email Marketers

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QUESTION 1

Which is a fundamental component of coding responsive emails?

- A. CSS3 @media Queries
- B. Span Tags
- C. SQL Queries
- D. Anchor Tags

Correct Answer: A

QUESTION 2

A marketer created dynamic content for an upcoming campaign that renders unique content based on subscriber attributes. The marketer would like to preview how each email will render for a given list of subscribers.

How should the marketer proceed?

- A. Select the "Preview" tab within the Classic Content tool.
- B. Create a user-initiated email to send to the list of subscribers.
- C. Use the Test Send tool to trigger copies of the email.
- D. Using the Subscriber Preview tool, cycle through the list of subscribers.

Correct Answer: D

QUESTION 3

Which type of content can an email content box contain? (Choose 3)

- A. Dynamic
- B. Static
- C. Freelance
- D. A/B Testing
- E. Smart Capture

Correct Answer: ABD

QUESTION 4

A marketer wants to use personalization strings to create individualized content for an upcoming send. What would the marketer need to know to understand how to use personalization strings? (Choose 3)

- A. Personalization strings are case sensitive
- B. Personalization strings are noted by two sets of double percent symbols
- C. Personalization strings can appear in the subject line or body of the email
- D. When using subscriber data, the attribute or field should have a default value
- E. Personalization strings are limited to profile attributes

Correct Answer: ABD

QUESTION 5

A file is received daily from a data provider to the account SFTP. This file needs to be imported into Marketing Cloud as soon as it arrives. The arrival time of this file varies by several hours from day to day. What tools should be used to accomplish this?

- A. Journey Builder Fire Event Entry Source
- B. Automation Studio Schedule Starting Source
- C. Automation Studio File Drop Starting Source
- D. Journey Builder Import Activity Entry Source

Correct Answer: C

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