EEB-101^{Q&As}

Essentials for Marketing Cloud Email Marketers

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QUESTION 1

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 2

Which segmentation activity can be used to refresh data on a recurring schedule via an Automation? (Choose 2)

A. SQL Query activity

B. Data Extract activity

C. Filter activity

D. Segment activity

Correct Answer: AC

QUESTION 3

NTO wants its emails to render uniquely between mobile and desktop devices. NTO would like the emails to be responsive. Which two techniques should be used? Choose 2 answers

A. Include @media query CSS in the email

B. Use a Basic, Empty or Themed Template in Content Builder

C. Use inline CSS styling on all HTML elements

D. Include style="display:block" on all images

Correct Answer: AC

QUESTION 4

Northern Trail Outfitters (NTO) would like to send shipping email notifications to members. Shipping

fulfillment data is included in a file which Is moved at frequent intervals to a folder on NTO\\'s Enhanced

FTP Account.

Which solution can be used to achieve this?

A. Triggered Email in Email Studio

B. Import Activity In Email Studio

C. File Drop Entry Source in Journey Builder

D. File Drop Starting Source in Automation Studio

Correct Answer: D

QUESTION 5

A marketing team needs to narrow down a customer population of several million subscribers based on eCommerce order details, and rapidly explore the data to find appropriate segments. How can segmentation with this scenario be accomplished?

A. Data Extract Activity

B. Audience Builder

C. Drag and Drop Segmentation

D. Profile Attributes

Correct Answer: B

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