

# EEB-101<sup>Q&As</sup>

Essentials for Marketing Cloud Email Marketers

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## QUESTION 1

A marketing associate at Northern Trail Outfitters must design an email campaign for the company's new winter offerings. Which email design best practice would the associate implement in this campaign?

- A. Limit the email text to 250 words
- B. Personalize the email content
- C. Segment the audience for the email
- D. Use an infographic email template

Correct Answer: B

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## QUESTION 2

EXAM Question on templates where there are no technical resources to build responsive web techniques: Explain how to create an email using responsive web techniques, and it's required to render on Mobile. (Choose 2)

- A. Standard Template with Content boxes
- B. Mobile Design Template with Content Boxes
- C. Mobile Design template
- D. HTML Paste
- E. HTML Paste template with Content Boxes

Correct Answer: AE

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## QUESTION 3

Northern Train Outfitters (NTO) finds 57% of its subscribers read emails on smartphones. Because of this, NTO wants to enhance its email viewing experience by thinking "mobile first". NTO has the resources to write the HTML and CSS Code needed to create responsively designed emails. Which option would add the code that was created outside of the Salesforce Marketing Cloud to the email?

- A. Web Paste
- B. Text only
- C. Template Based
- D. HTML Paste

Correct Answer: D

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**QUESTION 4**

A marketer is using list-based sending, and wants to segment subscribers who have a value of "EMEA" in the Region Attribute.

What tool will produce this audience?

- A. SQL Query Activity
- B. Audience Builder
- C. Filters
- D. Send Flow

Correct Answer: B

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**QUESTION 5**

A marketer needs to share report results with a manager. When using Reports in the Marketing Cloud user interface, which three options can be used to deliver the report to the manager? Choose 3 answers

- A. Email the report.
- B. Text a link to the report.
- C. Notify the manager with a pop-up.
- D. Save the report as a Snapshot.
- E. Save the report to an FTP folder.

Correct Answer: ADE

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**QUESTION 6**

Which strategy will improve email deliverability? (Choose 3)

- A. Purge old or inactive email addresses
- B. Purchase lists from companies that guarantee users have opted in
- C. Ensure the spam complaint rate is between 1% and 3%
- D. Authenticate email to distinguish it from spammers
- E. Encourage subscribers to add the company's sending domain to their address books

Correct Answer: ADE

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**QUESTION 7**

Northern Trail Outfitters (NTO) is having its annual footwear sale. NTO wants to top its revenue from last year's sale. The campaign last year was a series of emails targeting NTO customers who expressed a specific interest in footwear.

Which additional tactic should improve on NTO's targeted segmentation?

- A. Full-width lifestyle imagery featuring attractive people
- B. Images of products that the customer has previously purchased
- C. Personalized imagery influenced by subscriber preferences
- D. Content focused on winter sports items for holiday shopping

Correct Answer: C

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**QUESTION 8**

A marketing manager wants to provide unique content to each customer in an upcoming email campaign. Which three features could be used to create individualized content in the email? Choose 3 answers

- A. In Personalization strings
- B. Dynamic content
- C. Audience segmentation
- D. In Einstein content
- E. Specialized content

Correct Answer: ABD

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**QUESTION 9**

A retailer has been gathering email addresses in-store by asking customers to enter their email addresses at checkout to receive promotional emails. Upon sending to these addresses, many bounce because they are not valid. The marketing team would like to implement an acquisition strategy to address this. Which strategy should be used?

- A. Double Opt-In
- B. Website Signups
- C. List Detective
- D. Single Opt-In

Correct Answer: A

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**QUESTION 10**

As part of a weekly email automation, a client needs to segment data in a Data Extension. Which activity is designed to address this scenario?

- A. Import Activity
- B. File Transfer Activity
- C. Group Refresh
- D. Query Activity

Correct Answer: D

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**QUESTION 11**

The marketing team would like to refresh a filtered data extension on a recurring basis, by using a data filter named "Pref1-Tech"

How can this process be automated?

- A. Create a Filter Activity that selects the Pref1-Tech Data Filter, and then add the Filter Activity to an Automation
- B. Create a filtered Data Extension Activity that selects the Pref1-Tech Data Filter, and then add the Filtered Data Extension Activity to an Automation
- C. Set a refresh schedule on a new filtered data extension, and select the Pref1-Tech data filter
- D. Add the Pref1-Tech Data Filter to an Automation

Correct Answer: A

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**QUESTION 12**

What is the number one trend being seen in the email marketing space? (Choose 2)

- A. More and more people are subscribing to email marketing.
- B. Redesigning email to improve click-through rates on a mobile device.
- C. Between 40-60% of consumers are reading email on their smart phones.
- D. People like email marketing b/c they can choose what they subscribe to.

Correct Answer: BC

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**QUESTION 13**

A national landscaping company wants to send targeted emails to customers to remind them of their upcoming lawn treatment. Depending on the service, customers will receive either one or two emails. The data for the campaign is in two separate data extensions. Customer Number is a Primary Key field in both data extensions. Which two tools could be used to segment the data? (Choose two.)

- A. Data Extract Activity
- B. SQL Query Activity
- C. Send Definition
- D. Filters

Correct Answer: BD

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## QUESTION 14

Northern Trail Outfitters wants to maintain enterprise-wide opt-outs for two segments of its subscribers stored in data extensions: Education Events and Sales.

What feature should the company use to manage its opt-out strategy?

- A. Shared Portfolio Items
- B. Shared Emails
- C. Shared Data Extensions
- D. Shared Publication Lists

Correct Answer: D

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## QUESTION 15

A local restaurant chain wants to send an email to customers seven days prior to their birthday. The restaurant has one non-technical marketer who has limited experience with the Marketing Cloud. The owner wants the birthday email campaign to start tomorrow. Which tool can the non-technical marketer use most easily to segment and send the birthday email?

- A. User-initiated email
- B. Query Activity
- C. Playbooks
- D. Automation Studio

Correct Answer: C

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