

EEB-101^{Q&As}

Essentials for Marketing Cloud Email Marketers

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QUESTION 1

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 2

A marketer needs a simple tool to create segments from the data stored in a data extension. How would you advise them?

- A. Data Filters
- B. Measures
- C. Groups
- D. Query Activities

Correct Answer: A

QUESTION 3

What are the key ways to improve email deliverability in email marketing? (Choose 4)

- A. Use double Opt-in to avoid getting blacklisted.
- B. Maintain a consistent "From Name"
- C. Double Check your Subject Line, don't include RE:, FW:, Hello, Free, Special Offer, Text in all CAPS, and exclamation points!!!
- D. Consider Subscriber engagement....send only to most engaged subscribers.
- E. Email sign-up on website.
- F. Use email templates

Correct Answer: ABCD

QUESTION 4

How can a subscriber update their profile attributes?

- A. By calling customer service
- B. By accessing the profile center
- C. By emailing their sales representative
- D. By unsubscribing from a list

Correct Answer: B

QUESTION 5

Which tactic will improve deliverability for a new sender?

- A. Send email during the holiday season when new senders are less likely to be detected
- B. Send email to a minimum of 35,000 subscribers per ISP per day
- C. Send email to ISPs that have been notified of the new sender
- D. Send email to the most active and engaged customers

Correct Answer: D

QUESTION 6

When does the validation of email address occur when using a data extension?

- A. Done at the time of Import
- B. Done at the time of Send
- C. Done when admin refreshes it
- D. Done when subscriber updates profile in the profile center

Correct Answer: B

QUESTION 7

A marketer is updating a data extension by manually importing a file. The marketer wants to ensure only new records are added to the data extension during the Import process. In which two ways should the data extension and import be configured? Choose 2 answers

- A. Select the update type "Overwrite"
- B. Ensure the data extension has a Primary Key

C. Select the update type "Add and Update"

D. Select the update type "Add Only"

Correct Answer: CD

QUESTION 8

Where can a marketer go to learn more information about using APIs? (Choose 2)

A. Help.exacttarget.com

B. The Administration tab

C. Code.exacttarget.com

D. Help and Training Portal

Correct Answer: AC

QUESTION 9

The Northern Trail Outfitters\ (NTO) email team is creating a reusable content block for its Deals to Run With campaign. NTO will cross-promote this campaign in other emails in a single-column content area. This content will have one image, with text below it.

How can the NTO email team create one content area and reuse it across other emails using Content

Builder without writing any custom HTML?

A. Create a Text content block.

B. Create an Image content block.

C. Create an HTML content block.

D. Create a Free Form content block.

Correct Answer: D

QUESTION 10

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

QUESTION 11

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

QUESTION 12

The marketing team would like to send an email to an audience on a weekly basis. The team receives multiple files each week that need to be imported and joined to build the target audience for the email. Which tool is recommended to execute this process?

A. Automation Studio

B. Playbooks

C. Data Extract Activity

D. Filter Activity

Correct Answer: C

QUESTION 13

A marketer is using an import activity on a nightly basis to import subscriber data into a data extension. What is a true statement about the import activity? (Choose 3)

A. An import activity can be executed manually

B. The import activity is under Subscribers in the Email Application

C. An import activity can be used in an automation created in Automation Studio

- D. The file for an import activity must be placed in a folder on a FTP site
- E. The file for an import activity can be on a desktop computer

Correct Answer: CDE

QUESTION 14

Northern Train Outfitters has a Master Customer List in a shared data extension. The company wants to make the list available to some, but not all, of the business units. Which feature can be used to restrict users from a business unit from accessing the Master Customer list?

- A. Business Unit Access Permissions
- B. Date/Time Range fro Access
- C. Shared Data Extension
- D. User Roles and Permissions

Correct Answer: A

QUESTION 15

What are the 5 proven email practices to drive revenue? (Choose 5)

- A. Gain Subscribers
- B. Improve Deliverability
- C. Design for Clicks
- D. Send email consumers want
- E. Drive engagement
- F. Use automation
- G. Adhere to the CANSPAM act.

Correct Answer: ABCEF

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