

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

Essentials for Marketing Cloud Email Marketers

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**QUESTION 1**

Northern Trail Outfitters (NTO) has been sending email for about 10 years. A new marketing manager noticed NTO's deliverability continually decreased over the last year. NTO wants to grow its existing subscriber base and increase its ROI on email marketing by improving engagement with its subscribers. Which three strategies will help improve NTO's email deliverability? Choose 3 answers

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

Correct Answer: ABE

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**QUESTION 2**

What is a purpose of marking an attribute as hidden?

- A. The attribute is not available for CAN-SPAM compliance
- B. The attribute is not available to store data
- C. The attribute is not available to other users in the account
- D. The attribute is not available to subscribers on the Profile Center

Correct Answer: D

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**QUESTION 3**

Use the Data Extension Model when (Select 4)

- A. You send global messages
- B. You implement triggered sends
- C. You prefer a flexible subscription model
- D. You use the XML API
- E. You use the SOAP or REST APIs

Correct Answer: ABCE

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**QUESTION 4**

What is the timeline for which an unsubscribe request must be honored and processed as outlined by the CAN-SPAM Act?

- A. 5 business days
- B. 30 calendar days
- C. 10 business days
- D. 24 hours

Correct Answer: C

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**QUESTION 5**

What is a capability of a data relationship?

- A. Join three or more data extensions together to create a filtered data extension
- B. Join a list and a data extension to filter the combined data
- C. Join data extensions together to create one combined data extension
- D. Join data extensions to filter or segment the fields from data extensions

Correct Answer: D

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