

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

Essentials for Marketing Cloud Email Marketers

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**QUESTION 1**

What happens when subscribers click the default "One-Click Unsubscribe" in an email sent to a "Public" List? (Choose 3)

- A. They will be unsubscribed from all available lists
- B. They can resubscribe from the Subscription Center
- C. They can choose to be unsubscribed from all lists in the Subscription Center
- D. They will be unsubscribed from the List used for the send
- E. They will be removed from the data extension

Correct Answer: BCD

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**QUESTION 2**

Which file type delimiter is available in the Import Wizard? (Choose 3)

- A. Pipe
- B. Other
- C. Comma
- D. Fixed Length
- E. Tab

Correct Answer: ACE

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**QUESTION 3**

What Playbooks for subscribers are in the Marketing Cloud? (Choose 3)

- A. Welcome Series Playbook
- B. Birthday Email Playbook
- C. Customer Anniversary Email Playbook
- D. Marketing Playbook

Correct Answer: ABC

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**QUESTION 4**

A marketer for Northern Trail Outfitters needs to share multiple assets in Content Builder for a campaign with another business unit in their account. How should the marketer share these assets?

- A. Individually share each asset with the other business unit in Content Builder.
- B. Move the content into the Shared Content folder in Content Builder.
- C. Create and share a new folder for the assets in Content Builder.
- D. Switch to Classic Content to move the assets into the Shared Content folder.

Correct Answer: B

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#### QUESTION 5

What are the ways that data can be imported into the marketing cloud? (Choose 3)

- A. Import Activity
- B. Import Wizard
- C. API
- D. Query Activity

Correct Answer: ABC

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