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EEB-101^{Q&As}

Essentials for Marketing Cloud Email Marketers

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QUESTION 1

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

QUESTION 2

A marketer at Northern Trail Outfitters must design a targeted email campaign for the company\\'s new

winterD18912E1457D5D1DDCBD40AB3BF70D5D offerings.

What email best practice should be used?

A. Personalize the email content.

B. Send to the entire subscriber base.

C. Limit the email text to 250 words.

D. Use an infographic email template.

Correct Answer: A

QUESTION 3

Which action will the Validate tool complete when initiated?

A. Ensure subscribers have not unsubscribed or are undeliverable

B. Confirm that each content area specified in the dynamic content rules exists

C. Identify phrases like "click here" or "Free!" that could be marked as spam

D. Ensure subscribers status at the time of send is Subscribed or Bounced

Correct Answer: B

QUESTION 4

A marketer creates a new sendable data extension, and defines the Customer_ID field as the field in the Send

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Relationship that relates to Subscribers on Subscriber Key. What will the send status in All Subscribers be associated with?

A. The Customer_ID field in the Data Extension

B. The Subscriber ID in a System Data View Table

C. The Email_Address field in the Data Extension

D. The Email Address Profile Attribute

Correct Answer: A

QUESTION 5

Which one in NOT an offline tactic for capture email addresses?

A. Inbound Sales calls

B. Acquiring email for loyalty programs in store

C. Request email during checkout

D. Surveys at the counter

E. Acquisition associated with a receipt or ticket delivery

Correct Answer: D

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