

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

Essentials for Marketing Cloud Email Marketers

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### QUESTION 1

Northern Trail Outfitters (NTO) wants to leverage Content Builder templates to streamline the email creation process. For its monthly email newsletter, NTO includes content specific to the company's loyalty and non-loyalty members.

How should NTO build the email?

- A. Create dynamic content with a SQL Query activity.
- B. Create a template-based email using dynamic content.
- C. Create multiple versions of the email for loyalty and non-loyalty members.
- D. Create a template and lock content in the template.

Correct Answer: B

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### QUESTION 2

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 3

Select three true statements about Content Detective?

- A. Scans subject line and email body for spam triggers
- B. Will remove invalid email address
- C. Does not scan HTML code
- D. Offers resolutions

Correct Answer: ACD

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#### QUESTION 4

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

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#### QUESTION 5

Northern Train Outfitters wants to maintain enterprise-wide opt-outs for two segments of its subscribers: Education Events and Sales. Which feature would the company use?

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

Correct Answer: D

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#### QUESTION 6

When importing Data into the Marketing Cloud list detective is triggered at the time of import for which of the following?

- A. Lists
- B. Data Extension
- C. Data Views
- D. Import Activity

Correct Answer: A

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#### QUESTION 7

What are 2 ways to improve deliverability?

- A. Buy an email list from a trusted source
- B. Add your company's name to the subject line

- C. Make the From Name and Address recognizable
- D. Add how they subscribed to the list at the bottom of the email

Correct Answer: CD

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#### QUESTION 8

Consumers like email marketing because it lets brands communicate to them as individuals with real-time offers that they want to receive. Identify the elements that make an email message effective. (Choose 4)

- A. Optimize for Mobile
- B. Data should always be relevant
- C. Personalize email whenever possible
- D. Sharing isn't just for social networks
- E. Send e-mail often to your customers
- F. Include your physical mailing address.

Correct Answer: ABCD

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#### QUESTION 9

A national landscape company wants to send targeted emails to customers to remind them of their upcoming lawn treatment. Depending on the service, clients 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 tool can be used to segment the data? (Choose 2)

- A. Drag and Drop Segmentation
- B. Data Extract Activity
- C. Send Definition
- D. Query Activity

Correct Answer: AD

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#### QUESTION 10

Northern Trail Outfitters (NTO) would like to improve email open rates to increase subscriber engagement and improve deliverability.

What action should NTO take to increase open rates?

- A. Send earlier in the day to give subscribers more time to check email.

- B. Add a clear, brief, and urgent call-to-action.
- C. Use images, not text, to improve email look and branding.
- D. Include relevant preheader text in every email.

Correct Answer: D

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#### QUESTION 11

Which of the following segmentation tools can be used for both lists and data extensions?

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

Correct Answer: A

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#### QUESTION 12

What is a function of the Content Detective tool?

- A. It helps guarantee placement of emails into the inbox
- B. It helps display content in a content box
- C. It helps identify spam triggers in email content and subject lines
- D. It helps track customer traffic generated by content areas within a email

Correct Answer: C

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#### QUESTION 13

How are the test audiences for an A/B test selected? (Choose 2)

- A. The test administrator chooses which subscribers to place in each audience
- B. The system automatically uses 15% of the population for each audience
- C. The system randomly places target subscribers into the selected audiences
- D. The test administrator selects a percentage or a fixed number of target subscribers from the total for each audience

Correct Answer: CD

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**QUESTION 14**

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 15**

List 3 unsubscription methods?

- A. One-Click Unsubscribe
- B. Survey
- C. Reply Email
- D. Subscription Center

Correct Answer: ACD

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