



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

Essentials for Marketing Cloud Email Marketers

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### QUESTION 1

What are some ways that a marketer can improve deliverability of their emails? (Choose 4)

- A. Ensure all subscribers have given you permission
- B. Subject line recognition
- C. Address Book Strategy - add address book tool to your emails.
- D. Add how the subscriber subscribed to your email
- E. Identify the message as an advertisement

Correct Answer: ABCD

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### QUESTION 2

The email marketing manager at Northern Trail Outfitters would like to build a new audience that will combine unique subscribers who are in their Tent Purchasers data extension and their Tent Browsers data extension.

How should this new audience be created?

- A. Create a Filter Activity in Automation Studio to combine the two data extensions.
- B. Build a Group based on a Data Filter to combine the two data extensions.
- C. Export both data extensions and import into a new data extension.
- D. Populate a data extension using an SQL Query Activity in Automation Studio.

Correct Answer: C

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### QUESTION 3

Describe global legal compliance guidelines that marketers must adhere to with email Marketing. Think CANSPAM act. (Choose 4)

- A. Your Data should always be relevant to the subscriber.
- B. Be aware of the size of your email.
- C. Include your physical mailing address.
- D. Provide a mechanism to opt out.
- E. Honor Opt-out requests promptly.



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F. Identify the message as an advertisement unless you have express consent (Opt-in) from the subscriber.

Correct Answer: CDEF

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#### QUESTION 4

When deploying a send to its customers, a marketing team would like to send to its own team members also. However, the team does not want the team members' open and click behavior to affect the tracking metrics of the send. Which two steps must be completed when creating the data extension to address this need? Choose 2 answers

- A. Mark the "Is Testable" checkbox
- B. Mark the "Is Sendable" checkbox
- C. Define the Send Relationship by email address
- D. Set the Email Address as the Primary Key

Correct Answer: AB

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#### QUESTION 5

A customer leverages transactional messages to send order confirmations. What type of message is most suitable in this situation?

- A. Triggered Email
- B. Send Flow
- C. User-Initiated Email
- D. Test Send

Correct Answer: A

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