



EEB-101^{Q&As}

Essentials for Marketing Cloud Email Marketers

Pass Salesforce EEB-101 Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.geekcert.com/eeb-101.html>

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by Salesforce
Official Exam Center

-  **Instant Download** After Purchase
-  **100% Money Back** Guarantee
-  **365 Days** Free Update
-  **800,000+** Satisfied Customers





QUESTION 1

What are some of the acquisition method for allowing subscribers to opt-in to receiving email? (Choose 3)

- A. Sales associate request during check out.
- B. Paid Mobile Ads
- C. Capture from Facebook
- D. Authenticate email
- E. Drip campaigns

Correct Answer: ABC

QUESTION 2

Which metric is the measure of emails rejected by a server due to permanent conditions such as "user unknown" or "domain not found"?

- A. Soft Bounce
- B. Validation Error
- C. Unsubscribed
- D. Hard Bounce

Correct Answer: D

QUESTION 3

A marketer uses Email Approvals. In which send process must an email have an "Approved" status prior to send? (Choose 3)

- A. A/B Tests
- B. Scheduled Sends
- C. Send Previews
- D. Triggered Sends
- E. Test Sends

Correct Answer: ABD

QUESTION 4



A marketer is using a list-based sending, and wants to segment subscribers who have a value of "EMEA" in the Region Attribute. Which tool will produce the audience?

- A. Audience Builder
- B. Drag and Drop Segmentation
- C. Query Activity
- D. Guided Send

Correct Answer: B

QUESTION 5

A marketer at Northern Trail Outfitters (NTO) has been tasked with growing its email subscriber audience. Which three best practices should the marketer keep in mind while trying to acquire new email subscribers? Choose 3 answers

- A. Tell customers why they want to receive NTO emails.
- B. Set expectations on send frequency and schedule.
- C. Automatically opt-in all new customers.
- D. Ask for detailed demographic information.
- E. Use explicit opt-in for any new web sign-ups.

Correct Answer: ABE

[EEB-101 Practice Test](#)

[EEB-101 Exam Questions](#)

[EEB-101 Braindumps](#)