



EEB-101^{Q&As}

Essentials for Marketing Cloud Email Marketers

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QUESTION 1

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

- A. Subject line recognition.
- B. Email sign up on website
- C. During inbound sales call
- D. In-store loyalty programs.
- E. Address Book Strategy

Correct Answer: BCD

QUESTION 2

A local restaurant chain wants to send an email to customers seven days prior to their birthday. The restaurant has one non-technical marketer who has limited experience with the Marketing Cloud. The owner wants the birthday email campaign to start tomorrow. Which tool can the non-technical marketer use most easily to segment and send the birthday email?

- A. User-initiated email
- B. Query Activity
- C. Playbooks
- D. Automation Studio

Correct Answer: C

QUESTION 3

When a customer sends to a data extension where are list level unsubscribers recorded? Chose 2

- A. Publication List
- B. Group List
- C. All subscribers List
- D. None of the above

Correct Answer: AC

QUESTION 4



The IT department at Northern Trail Outfitters would like to receive email notifications once an automation has completed. How should the automation be configured?

- A. Select the IT users from the Notification Settings panel on the Overview page in Automation Studio.
- B. Select and configure the Automation Studio Completion report from the Reports Catalog within the Reports application.
- C. Navigate to the Automation\\'s Activity tab and enter a comma delimited list of IT staff in the Run Completion field.
- D. Add a Send Email Activity to the end of the Automation workflow and configure it to send to a Subscriber list of IT staff.

Correct Answer: D

QUESTION 5

A marketing associate at Northern Trail Outfitters must create an email campaign for the company\\'s new winter offerings. Which method could the associate use to create the email message? (Choose 2)

- A. Email Send Wizard
- B. User-initiated email message
- C. Email templates
- D. HTML Paste

Correct Answer: CD

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