EEB-101 Q&As

Essentials for Marketing Cloud Email Marketers

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QUESTION 1

A marketer at Northern Trail Outfitters wants to add a subscriber to a data extension and follow up with a thank-you email by using Smart Capture. Which action does the marketer need to take in the processing tab when creating the Smart Capture form? (Choose 2)

A. Refresh the data filter

B. Add to Data Extension

C. Send the email via Triggered Send

D. Add a new subscriber to a list

Correct Answer: BC

QUESTION 2

A marketing team is creating a new data extension. The data extension configuration is very similar to a

data extension that is already In use.

What creation method should the team use to create the new data extension?

A. Create from Template

B. Create from New

C. Create from a Filtered Data Extension

D. Create from Existing

Correct Answer: D

QUESTION 3

A new marketing manager at Northern Trail Outfitters (NTO) has been asked to evaluate whether to use HTML Emails or Templates for weekly newsletter sends, which are created by a marketing coordinator with limited coding ability. While NTO has HTML developers on staff, their time is not guaranteed on an ongoing basis. Which two characteristics of Templates would benefit NTO when creating its weekly newsletter in Content Builder? Choose 2 answers

A. Emails can be formatted for desktop and mobile without extra coding.

B. One template can only be used for one email, maintaining brand standards.

C. HTML developers are needed to build templates, but not emails.

D. Templates provide the ability to create email messages using content blocks.

Correct Answer: AD

QUESTION 4

Northern Trail Outfitters is looking at using Journey Builder rather than Automation Studio to send emails. What are three benefits of using Journey Builder? Choose 3 answers

A. Updating or creating Salesforce CRM objects or records.

B. Extracting data from an Audience data extension for analysis.

C. A/B/N testing as part of the workflow to conduct timing and creative tests.

D. Criteria setting to segment contacts based on behavior using SQL.

E. Goal setting to have the system listen to see if users met the goal.

Correct Answer: ACE

QUESTION 5

Which combination of audiences can be selected in the recipient section for a specific Send?

A. Lists and Audiences

B. Contacts or Audiences

C. Lists or Data Extensions

D. Lists and Data Extensions

Correct Answer: C

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