



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

Essentials for Marketing Cloud Email Marketers

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### QUESTION 1

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 2

Northern Trail Outfitters is using a Smart Capture form on a CloudPage to capture contest registrations in a data extension. Corporate has requested a nightly file with all registrants in this data extension be sent daily from Marketing Cloud to an external SFTP. Which automation configuration should be used to achieve this?

- A. Scheduled Automation > SQL Query Activity > File Transfer Activity
- B. File Drop Automation > Data Extract Activity > File Transfer Activity
- C. Scheduled Automation > Data Extract Activity > File Transfer Activity
- D. File Drop Automation > SQL Query Activity > File Transfer Activity

Correct Answer: B

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### QUESTION 3

What is triggered automation?

- A. An automation that is triggered based on a schedule that has been defined
- B. An automation that is initiated when a designated value in a data extension is changed
- C. An automation that is initiated when a file is dropped into a designated Enhanced FTP Folder
- D. An automation that triggers an email to be sent based on a user Initiated Email definition

Correct Answer: C

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**QUESTION 4**

A national landscaping company wants to send targeted emails to customers to remind them of their upcoming lawn treatment. Depending on the service, customers 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 two tools could be used to segment the data? (Choose two.)

- A. Data Extract Activity
- B. SQL Query Activity
- C. Send Definition
- D. Filters

Correct Answer: BD

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**QUESTION 5**

What is a media query and how is it used? (Choose 2)

- A. a responsive layout that uses a piece of CSS3 code.
- B. the CSS3 code detects the pixel size of the screen on which that email is opened
- C. defensive tactics like using HTML text rather than graphical text
- D. image blocking

Correct Answer: AB

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