



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

Essentials for Marketing Cloud Email Marketers

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### QUESTION 1

What happens if you do not deal with bounce rates of 20% or greater?

- A. Your ISP will suspend your next send.
- B. Your ISP reputation will be impacted.
- C. The next time you send an email the offending emails will be dropped from the list.
- D. Nothing

Correct Answer: B

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### QUESTION 2

Other than an image a file must be XX MB or less in size?

- A. 5MB B. 25 MB
- C. 1 MB
- D. 1 KB

Correct Answer: C

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### QUESTION 3

Northern Train Outfitters (NTO) specializes in delivering snack boxes to its members. NTO offers a 90- day trial on the snack boxes. NTO would like to send out a series of emails to educate and remind members to purchase the snack box subscription before the 90-day trial ends. Which tool is recommended for this scenario?

- A. Triggered Emails
- B. Automation Studio
- C. Guided Send
- D. Playbooks

Correct Answer: D

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### QUESTION 4

What Playbooks for subscribers are in the Marketing Cloud? (Choose 3)

- A. Welcome Series Playbook
- B. Birthday Email Playbook



C. Customer Anniversary Email Playbook

D. Marketing Playbook

Correct Answer: ABC

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#### QUESTION 5

Where can a marketer go to learn more information about using APIs? (Choose 2)

A. Help.exacttarget.com

B. The Administration tab

C. Code.exacttarget.com

D. Help and Training Portal

Correct Answer: AC

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