EEB-101^{Q&As}

Essentials for Marketing Cloud Email Marketers

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QUESTION 1

How is Primary Key used?

A. Primary Key is used when defining a Send Relationship

B. Primary Key is the unique value to identify a subscriber

C. Primary Key identifies a row or a field in a data extension as unique

D. Primary Key prevents data from being overwritten in a data extension

Correct Answer: D

QUESTION 2

Which type of content can an email content box contain? (Choose 3)

A. Dynamic

B. Static

C. Freelance

D. A/B Testing

E. Smart Capture

Correct Answer: ABD

QUESTION 3

A marketer is building a highly personalized email that is sent daily to one million subscribers. The data needed for the email is located in several data extensions. What feature should the marketer use to merge the data into a single data extension to improve sending?

A. Profile Management

B. File Triggers

C. SQL Query Activities

D. Data Filters

Correct Answer: D

QUESTION 4

Northern Trail Outfitters (NTO) would like to send shipping email notifications to members. Shipping

fulfillment data is included in a file which Is moved at frequent intervals to a folder on NTO\\'s Enhanced

FTP Account.

Which solution can be used to achieve this?

A. Triggered Email in Email Studio

B. Import Activity In Email Studio

C. File Drop Entry Source in Journey Builder

D. File Drop Starting Source in Automation Studio

Correct Answer: D

QUESTION 5

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

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