



EEB-101^{Q&As}

Essentials for Marketing Cloud Email Marketers

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QUESTION 1

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 2

A marketing manager is reporting on the degree of customer engagement with the company's email. Which metric can be used?

- A. Click Through Rates
- B. List Growth Rates
- C. Influenced Revenue
- D. Bounce Rate

Correct Answer: A

QUESTION 3

As part of a daily shipping notification automation, Northern Trail Outfitters needs to join data from the

Shipping data extension and the Purchase data extension.

What activity is designed to address this scenario?

- A. SQL Query Activity
- B. Filter Activity
- C. Group Refresh
- D. File Transfer Activity

Correct Answer: B



QUESTION 4

A customer leverages transactional messages to send order confirmations. What type of message is most suitable in this situation?

- A. Triggered Email
- B. Send Flow
- C. User-Initiated Email
- D. Test Send

Correct Answer: A

QUESTION 5

Northern Trail Outfitters would like to use a File Drop Starting Source in Automation Studio to send shipping tracking emails when orders are dispatched. A delimited text file containing all the data for the send will be uploaded to a designated directory on the Enhanced SFTP Account, and the email should be sent to customers when the file transfer has completed. What is the correct sequence of Activities for this File Drop Starting Source?

- A. Import File Activity > Send Email
- B. Import File Activity > File Transfer Activity > Send Email
- C. File Transfer Activity > Send Email
- D. File Transfer Activity > Import File Activity > Send Email

Correct Answer: D

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