



EEB-101^{Q&As}

Essentials for Marketing Cloud Email Marketers

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QUESTION 1

Northern Trail Outfitters (NTO) is implementing the Marketing Cloud and is unsure whether to use lists or data extensions. Their consultant recommended they use data extensions. Which three considerations did the consultant take into account when recommending a data extension-based model over Lists? Choose 3 answers

- A. NTO needs flexible data storage.
- B. NTO will be using Journey Builder.
- C. NTO is storing product and store data.
- D. NTO has fewer than 15 data points.
- E. NTO has fewer than 250,000 subscribers.

Correct Answer: ABC

QUESTION 2

Northern Trail Outfitters (NTO) marketing team is looking to use a partner to develop its dynamic emails.

After submittal, NTO specialists want to make sure the emails are reviewed before approval.

What feature should the NTO marketing team employ?

- A. Standard Workflow Approval
- B. Content Detective
- C. Preview Tab
- D. Two-Step Workflow Approval

Correct Answer: C

QUESTION 3

A marketer has been tasked with ensuring Northern Trail Outfitters' unsubscribe mechanisms are CANSPAM compliant and follow industry best practices. Which two criteria should the marketer incorporate into campaigns to ensure compliance and align with current best practices? Choose 2 answers

- A. Ensure opt-out mechanisms are operational for at least 30 days post-send.
- B. Process every individual's unsubscribe request within 14 business days.
- C. Include an unsubscribe link in the header or footer of emails.
- D. Ask the subscriber to log in to the Preference Center to confirm opt-out.

Correct Answer: CD



QUESTION 4

Northern Trail Outfitters has a Master Customer shared data extension. The company wants to make the table available to some of the business units, but not all of them. How can access to the Master Customer table be restricted?

- A. Shared Data Extension Permissions
- B. Date/Time Range for Access
- C. Data Extension Sharing Rules
- D. Manage Data Extension Policies

Correct Answer: A

QUESTION 5

What is required on an email message by the United States CAN-SPAM Act? (Choose 2)

- A. Any Mailing Address
- B. Physical Mailing Address
- C. A way to Unsubscribe
- D. A link to the sender's website

Correct Answer: BC

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