



EEB-101^{Q&As}

Essentials for Marketing Cloud Email Marketers

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QUESTION 1

Which strategy will improve email deliverability? (Choose 3)

- A. Purge old or inactive email addresses
- B. Purchase lists from companies that guarantee users have opted in
- C. Ensure the spam complaint rate is between 1% and 3%
- D. Authenticate email to distinguish it from spammers
- E. Encourage subscribers to add the company's sending domain to their address books

Correct Answer: ADE

QUESTION 2

Northern Trail Outfitters (NTO) has a small catalog of items featured in company emails. The NTO marketing team manages what images, copy, suggested items, and call-to-action are used with each item in this catalog within a database. This data is saved into a data extension in Marketing Cloud and then called into the emails dynamically. Each time a change is made to the content, a new, updated file is dropped on NTO's SFTP. A proof email is then sent to business stakeholders for final approval. Using Automation Studio, how can NTO ensure that the catalog stays up-to-date?

- A. Create a scheduled automation to import the file, and send proof emails each morning when changes were detected.
- B. Create a scheduled automation that runs every 15 minutes to import the file multiple times a day.
- C. Create a file drop automation to import the file when placed on the specified directory on the Enhanced SFTP.
- D. Create an API-driven process to put the data directly into the data extension when any data is changed.

Correct Answer: A

QUESTION 3

A marketer for Northern Trail Outfitters needs to share multiple assets in Content Builder for a campaign with another business unit in their account. How should the marketer share these assets?

- A. Individually share each asset with the other business unit in Content Builder.
- B. Move the content into the Shared Content folder in Content Builder.
- C. Create and share a new folder for the assets in Content Builder.
- D. Switch to Classic Content to move the assets into the Shared Content folder.

Correct Answer: B



QUESTION 4

EXAM Question on templates where there are no technical resources to build responsive web techniques: Explain how to create an email using responsive web techniques, and it's required to render on Mobile. (Choose 2)

- A. Standard Template with Content boxes
- B. Mobile Design Template with Content Boxes
- C. Mobile Design template
- D. HTML Paste
- E. HTML Paste template with Content Boxes

Correct Answer: AE

QUESTION 5

When a marketer is looking to improve the deliverability of their emails what should be included in the subject line of the email?

- A. Customer's first and last name
- B. Incentive Program
- C. Catchy subject line
- D. Add your company's name.

Correct Answer: D

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