



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

Essentials for Marketing Cloud Email Marketers

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### QUESTION 1

What are some of the best practices to drive engagement with email marketing? (Choose 3)

- A. segment your communications.
- B. integrate email marketing and CRM systems
- C. Design for Mobile
- D. A/B Testing to see what resonates.
- E. go Social

Correct Answer: ABD

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### QUESTION 2

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

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### QUESTION 3

A marketer is about to introduce Content Builder to the entire Northern Trail Outfitters' marketing team. Which three considerations should the marketing team keep in mind as they begin using Content Builder? Choose 3 answers

- A. Create a folder structure prior to importing assets.
- B. Import duplicate copies of content for different messages or groups.
- C. Establish a naming convention optimized for search.
- D. Review permissions and roles for users accessing Content Builder.
- E. Focus on creating and importing content for one primary channel.

Correct Answer: ACD

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#### QUESTION 4

What happens when subscribers click the default "One-Click Unsubscribe" in an email sent to a "Public" List? (Choose 3)

- A. They will be unsubscribed from all available lists
- B. They can resubscribe from the Subscription Center
- C. They can choose to be unsubscribed from all lists in the Subscription Center
- D. They will be unsubscribed from the List used for the send
- E. They will be removed from the data extension

Correct Answer: BCD

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#### QUESTION 5

Northern Trail Outfitters (NTO) would like to improve email open rates to increase subscriber engagement and improve deliverability.

What action should NTO take to increase open rates?

- A. Send earlier in the day to give subscribers more time to check email.
- B. Add a clear, brief, and urgent call-to-action.
- C. Use images, not text, to improve email look and branding.
- D. Include relevant preheader text in every email.

Correct Answer: D

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