

EEB-101^{Q&As}

Essentials for Marketing Cloud Email Marketers

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QUESTION 1

A marketer creates a new sendable data extension, and defines the Customer_ID field as the field in the Send Relationship that relates to Subscribers on Subscriber Key. What will the send status in All Subscribers be associated with?

- A. The Customer_ID field in the Data Extension
- B. The Subscriber ID in a System Data View Table
- C. The Email_Address field in the Data Extension
- D. The Email Address Profile Attribute

Correct Answer: A

QUESTION 2

When building content for an email, what would a marketer consider in the Call to Action? (Choose 2) A. A call to action can be text or an image based button

- B. A call to action should be direct and action-oriented
- C. A call to action below the fold performs best
- D. Text buttons receive more clicks than graphics

Correct Answer: CD

QUESTION 3

Which method of storing subscriber information allows a marketer to easily create different subscriptions that subscribers can opt into from the default Subscription Center?

- A. Lists and Data Extensions
- B. Active Audiences
- C. Lists
- D. Data Extensions

Correct Answer: A

QUESTION 4

What are the key ways to improve email deliverability in email marketing? (Choose 4)

- A. Use double Opt-in to avoid getting blacklisted.

B. Maintain a consistent "From Name"

C. Double Check your Subject Line, don't include RE:, FW:, Hello, Free, Special Offer, Text in all CAPS, and exclamation points!!!

D. Consider Subscriber engagement....send only to most engaged subscribers.

E. Email sign-up on website.

F. Use email templates

Correct Answer: ABCD

QUESTION 5

A marketer sent an email to a group of subscribers with an invalid link. What step could the marketer take to correct the link after the email has been sent?

A. Change the URL Expiration in Email Administration

B. Update the link using AMPscript

C. Resend the email with the correct link

D. Change the link in Job Links under Tracking

Correct Answer: D

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