EEB-101^Q&As

Essentials for Marketing Cloud Email Marketers

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QUESTION 1

Northern Trail Outfitters (NTO) uses link aliases within the HTML versions of its emails to indicate where clicks occurred, even if the same URL is used multiple times within a send. A marketing employee has been asked to pull the email addresses of all customers who clicked on the link associated with "Main Banner Top" in NTO\\'s most recent newsletter. Where can the marketer most easily find this information?

A. Tracking Job Links tab > URL ID

B. Tracking Click Activity tab > Email Overlay View

C. Tracking Overviewtab > Clicks

D. Tracking Click Activity tab > Link View

Correct Answer: D

QUESTION 2

A marketing associate at Northern Trail Outfitters must create an email campaign for the company\\'s new winter offerings. Which method could the associate use to create the email message? (Choose 2)

A. Email Send Wizard

B. User-initiated email message

C. Email templates

D. HTML Paste

Correct Answer: CD

QUESTION 3

A national landscaping company wants to send targeted emails to customers to remind them of their upcoming lawn treatment. Depending on the service, customers will receive either one or two emails. The data for the campaign is in two separate data extensions. Customer Number is a Primary Key field in both data extensions. Which two tools could be used to segment the data? (Choose two.)

A. Data Extract Activity

B. SQL Query Activity

C. Send Definition

D. Filters

Correct Answer: BD

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QUESTION 4

Use the Data Extension Model when (Select 4)

A. You send global messages

B. You implement triggered sends

C. You prefer a flexible subscription model

D. You use the XML API

E. You use the SOAP or REST APIs

Correct Answer: ABCE

QUESTION 5

Northern Trail Outfitters\\' marketing team includes the nearest store to customers in the template of its

emails. This data extension only needs to be updated when store information changes, such as when a

new store opens or a store closes.

How can this be achieved?

A. Create an automation to begin when Information changes on a store object using a workflow rule.

B. Create a scheduled automation to import the file on a recurring basis with store information.

C. Create a file drop automation to import the file when placed on the specified directory on the Enhanced FTP.

D. Create a file drop automation to initiate when the store\\'s data extension is updated via import.

Correct Answer: C

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