

EEB-101^{Q&As}

Essentials for Marketing Cloud Email Marketers

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QUESTION 1

Northern Trail Outfitters (NTO) needs to use a point-and-click tool to test segmentation rules and verify that theD18912E1457D5D1DDCDBD40AB3BF70D5D correct subscribers are included in the segment. NTO

will need to automate the refreshing of the segment once it is tested.

Which two tools should be used to test and configure the segment? (Choose two.)

- A. Data Filter
- B. Filter Activity
- C. SQL Query Activity
- D. Filtered Group

Correct Answer: BD

QUESTION 2

A marketer wants to run an Account Send Summary report. Which option can be configured when running this report? (Choose 3)

- A. Report results delivery location
- B. Report results file format
- C. Error report log location
- D. Date range parameters
- E. Error handling parameters

Correct Answer: ADE

QUESTION 3

An email marketing team has been tasked with building a new email that pulls in personalized content based on customers\' preferences. The team has decided to create dynamic rules to accomplish this setup. What are the four elements that are required for the creation of a dynamic content rule?

- A. Preferences, Value, Operator, Lists
- B. Lists, Value, Operator, Images
- C. Customers, Value, Operator, Content
- D. Attribute, Value, Operator, Content

Correct Answer: D

QUESTION 4

A marketing team would like to send an email to an audience on a weekly basis. the team receives multiple files each week that need to be imported and joined to build the target audience for the email. Which tool is recommended to execute this process?

- A. Automation Studio
- B. Filter Activity
- C. Journey Builder
- D. Data Extract Activity

Correct Answer: A

QUESTION 5

Which two features can be inserted into the code using a system-defined code snippet when creating a custom HTML Paste Email within Content Builder? (Choose two.)

- A. Link Tooltip
- B. Stored Content Boxes
- C. Track Email Opens
- D. Physical Mailing Address

Correct Answer: CD

QUESTION 6

Which recipient option is available with Simple Send? (Choose 2)

- A. Group
- B. Data Filter
- C. Data Extension
- D. Audience
- E. List

Correct Answer: AE

QUESTION 7

Northern Trail Outfitters wants to use something other than an email address to identify subscribers. What functionality can be used to accommodate this?

- A. Subscriber Key
- B. Subscriber Attributes
- C. System Preferences
- D. Primary Key

Correct Answer: A

QUESTION 8

Northern Trail Outfitters (NTO) just hired a new associate who is brand new to email marketing to start creating and deploying the company's monthly campaigns. NTO wants to ensure no mistakes are made. Which two elements of the send can be reviewed with Approvals? Choose 2 answers

- A. Hyperlinks
- B. Subject Line
- C. From Name
- D. Send Count

Correct Answer: BC

QUESTION 9

Some of the best practices for interacting with potential and active subscribers include get permission, but remember permission expires over time and has a half life. What are some other best practices for interacting with potential and active subscribers? (Choose 3)

- A. Keep SPAM complaints under 10%
- B. Keep SPAM complaints under .01%
- C. Make unsubscribe easy and honor immediately
- D. Email never mandatory for customer interaction
- E. Accurately identify the sender in the header information.

Correct Answer: BCD

QUESTION 10

By clicking what tab in Exact Target will you be able to view emails that are scheduled to be sent?

- A. Email Tab
- B. Pending Tab
- C. Templates Tab
- D. Lists tab

Correct Answer: B

QUESTION 11

Northern Trail Outfitters (NTO) wants to leverage Content Builder templates to streamline the email creation process. For its monthly email newsletter, NTO includes content specific to the company's loyalty and non-loyalty members.

How should NTO build the email?

- A. Create dynamic content with a SQL Query activity.
- B. Create a template-based email using dynamic content.
- C. Create multiple versions of the email for loyalty and non-loyalty members.
- D. Create a template and lock content in the template.

Correct Answer: B

QUESTION 12

Northern Train Outfitters wants to identify subscribers with something other than an email address. What value can be used to accommodate this?

- A. Subscriber Key
- B. Subscriber Attributes
- C. Primary Key
- D. System Preferences

Correct Answer: A

QUESTION 13

The email marketing manager at Northern Trail Outfitters would like to build a new audience that will combine unique subscribers who are in their Tent Purchasers data extension and their Tent Browsers data

extension.

How should this new audience be created?

- A. Create a Filter Activity in Automation Studio to combine the two data extensions.
- B. Build a Group based on a Data Filter to combine the two data extensions.
- C. Export both data extensions and import into a new data extension.
- D. Populate a data extension using an SQL Query Activity in Automation Studio.

Correct Answer: C

QUESTION 14

The marketing team at a bank needs to receive a file of all subscribers who were sent payment reminder emails and opened them each week. The file needs to be encrypted and placed on the bank's external SFTP.

How should the scheduled automation be configured to achieve this?

- A. Filter Activity > File Transfer Activity > Data Extract Activity
- B. Filter Activity > SQL Query Activity > File Transfer Activity
- C. SQL Query Activity > Data Extract Activity > File Transfer Activity
- D. Data Extract Activity > SQL Query Activity > File Transfer Activity

Correct Answer: C

QUESTION 15

When the number of subscribers exceeds one million records, which data model is preferred?

- A. Lists
- B. Data Extensions
- C. Data Filters
- D. Groups

Correct Answer: B