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Vendor:Salesforce

Exam Code:EEB-101

Exam Name:Essentials for Marketing Cloud Email
Marketers

Version:Demo

QUESTION 1

What does the validate tool check for? (Check all that apply)

- A. The presence of an unsubscribe link
- B. Invalid email address
- C. A physical mailing address
- D. Correct syntax for attributes
- E. That each content area specified in the dynamic content rule exists

Correct Answer: ACDE

QUESTION 2

A marketer sent a promotional email to contacts who recently attended a trade show. The data extension used for the send contained 3,100 records. The delivery rate on the send was lower than anticipated. After viewing tracking information, she determined many email addresses were problematic.

Which send tracking metric provides the bounce description "Address is non-existent at the domain?"

- A. Soft Bounce
- B. Blocked Bounce
- C. Hard Bounce
- D. Undeliverable

Correct Answer: C

QUESTION 3

A marketer wants to use personalization strings to create individualized content for an upcoming send. What would the marketer need to know to understand how to use personalization strings? (Choose 3)

- A. Personalization strings are case sensitive
- B. Personalization strings are noted by two sets of double percent symbols
- C. Personalization strings can appear in the subject line or body of the email
- D. When using subscriber data, the attribute or field should have a default value
- E. Personalization strings are limited to profile attributes

Correct Answer: ABD

QUESTION 4

Northern Train Outfitters wants to make sure that a First Name and Last Name are always included when importing subscribers to a data extension. How can a marketer ensure that subscribers are imported with data in both of these fields?

- A. Make the First Name and Last name columns Primary Keys
- B. Ensure the Nullable property is unchecked for the First Name and Last Name columns
- C. Check the Nullable property for the First Name and Last Name columns
- D. Set up a default value for the column

Correct Answer: A

QUESTION 5

Which feature would a marketer use to build a Send Classification? (Choose 2)

- A. Custom Profile Center
- B. Delivery Profile
- C. Reply Mail Profile
- D. Sender Profile

Correct Answer: B

QUESTION 6

What is a true statement about Automation Studio?

- A. A workflow is comprised of steps, and within each step are activities
- B. When multiple activities are in a single step, the activities are executed one at a time
- C. Activities supported in Automation studio must first be defined in the Email Application
- D. There is a limit to the number of activities and steps that can be placed in a workflow

Correct Answer: A

QUESTION 7

Northern Trail Outfitters (NTO) has a Master Subscriber data extension that contains profile and

preference information. Various segments are created from the Master Subscriber data extension and each segment will need to be automatically refreshed daily.

Which two activities should NTO consider using? (Choose two.)

- A. SQL Query Activity
- B. Segment Activity
- C. Filter Activity
- D. Data Extract Activity

Correct Answer: AC

QUESTION 8

Which action will the Validate tool complete when initiated?

- A. Ensure subscribers have not unsubscribed or are undeliverable
- B. Confirm that each content area specified in the dynamic content rules exists
- C. Identify phrases like "click here" or "Free!" that could be marked as spam
- D. Ensure subscribers status at the time of send is Subscribed or Bounced

Correct Answer: B

QUESTION 9

Northern Trail Outfitters (NTO) would like to create a landing page that contains subscriber information passed to it from email links on the page. They use a Smart Capture form to capture email address, reply date, and response from subscribers.

How should NTO set up its data extension?

- A. Create a data extension with email address, reply date, and response fields as non-nullable.
- B. Create a data extension with email address, reply date, and response fields as nullable.
- C. Create a data extension with email address as the Primary Key and reply date and response fields as nullable.
- D. Create a data extension with email address as non-nullable; reply date and response fields as nullable.

Correct Answer: A

QUESTION 10

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 11

What is a capability of a data relationship?

- A. Join three or more data extensions together to create a filtered data extension
- B. Join a list and a data extension to filter the combined data
- C. Join data extensions together to create one combined data extension
- D. Join data extensions to filter or segment the fields from data extensions

Correct Answer: D

QUESTION 12

A small company, with limited resources, has started to use the Marketing Cloud. They have a single master data extension for all of their subscribers. When a subscriber opts in to receive communications, they will receive a monthly newsletter, weekly promotions, and a birthday email. What is the optimal way to manage unsubscribes by communication type?

- A. Create a Boolean field for each communication type in the data extension and update the Profile Center.
- B. Create suppression lists for each communication type, and associate the suppression list on the send definition.
- C. Create separate data extensions for each communication type and customize the subscription page.
- D. Create publication lists for each communication type, and associate the publication list on the send definition.

Correct Answer: D