



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

Essentials for Marketing Cloud Email Marketers

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### QUESTION 1

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

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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 would like to automate a weekly email campaign using Automation Studio. The marketer needs to preconfigure the email so a colleague can set up the automation at a later date. How should the customer prepare this email for sending?

- A. Send Email
- B. Guided Send
- C. Send Preview
- D. Test Send

Correct Answer: B

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#### QUESTION 4

What are the 5 proven email practices to drive revenue? (Choose 5)

- A. Gain Subscribers
- B. Improve Deliverability
- C. Design for Clicks
- D. Send email consumers want
- E. Drive engagement
- F. Use automation
- G. Adhere to the CANSPAM act.

Correct Answer: ABCEF

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#### QUESTION 5

Which one is NOT an offline tactic for capture email addresses?

- A. Inbound Sales calls
- B. Acquiring email for loyalty programs in store
- C. Request email during checkout
- D. Surveys at the counter
- E. Acquisition associated with a receipt or ticket delivery

Correct Answer: D

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