



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

Essentials for Marketing Cloud Email Marketers

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### QUESTION 1

What 3 options are available to create a template in the marketing cloud? (Choose 3)

- A. Content Builder
- B. Template Editor
- C. Paste HTML
- D. Mobile Template Editor

Correct Answer: ABC

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### QUESTION 2

The marketing manager of Northern Trail Outfitters is interested in A/B testing emails in order to increase subscriber engagement.

Which two practices should the marketing manager employ? (Choose two.)

- A. Offer a special discount for opening the email.
- B. Use a large sample size.
- C. Wait at least 24 hours before declaring a winner.
- D. Test multiple variations concurrently.

Correct Answer: BC

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### QUESTION 3

A marketer plans to send a transactional email.

Which three criteria should be met to ensure compliance with the CAN-SPAM Act? (Choose three.)

- A. The subject line contains a promotion to entice the recipient.
- B. The email body presents the transactional content prior to any commercial content.
- C. The email body presents any commercial content prior to the transactional content.
- D. The email confirms a transaction between the recipient and sender.
- E. The subject line is transactional in nature and non-promotional.

Correct Answer: BDE

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#### QUESTION 4

What is triggered automation?

- A. An automation that is triggered based on a schedule that has been defined
- B. An automation that is initiated when a designated value in a data extension is changed
- C. An automation that is initiated when a file is dropped into a designated Enhanced FTP Folder
- D. An automation that triggers an email to be sent based on a user Initiated Email definition

Correct Answer: C

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#### QUESTION 5

Northern Trail Outfitters wants to create a dynamic welcome series to make each email more relevant to its subscribers. The second email in the series should send customers down a predetermined path based on click activity within the first email. Which Journey Builder activity should be used?

- A. Engagement Split
- B. Filter Activity
- C. Decision Split
- D. Random Split

Correct Answer: A

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