EEB-101^{Q&As}

Essentials for Marketing Cloud Email Marketers

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QUESTION 1

How can a subscriber update their profile attributes?

A. By calling customer service

B. By accessing the profile center

C. By emailing their sales representative

D. By unsubscribing from a list

Correct Answer: B

QUESTION 2

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 3

Which file type delimiter is available in the Import Wizard? (Choose 3)

A. Pipe

B. Other

C. Comma

D. Fixed Length

E. Tab

Correct Answer: ACE

QUESTION 4

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 5

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