



EEB-101^{Q&As}

Essentials for Marketing Cloud Email Marketers

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QUESTION 1

A retailer has been gathering email addresses in-store by asking customers to enter their email addresses at checkout to receive promotional emails. Upon sending to these addresses, many bounce because they are not valid. The marketing team would like to implement an acquisition strategy to address this. Which strategy should be used?

- A. Double Opt-In
- B. Website Signups
- C. List Detective
- D. Single Opt-In

Correct Answer: A

QUESTION 2

When creating a custom email with the HTML Paste Editor, which feature can be inserted into the HTML code by using the Insert Tools? (Choose 2)

- A. Email Open Tracking
- B. Stored Content Boxes
- C. Link tooltips
- D. Physical Mailing address

Correct Answer: AC

QUESTION 3

A marketer is using a list-based sending, and wants to segment subscribers who have a value of "EMEA" in the Region Attribute. Which tool will produce the audience?

- A. Audience Builder
- B. Drag and Drop Segmentation
- C. Query Activity
- D. Guided Send

Correct Answer: B

QUESTION 4

While testing an email with dynamic content in Content Builder, proofs of five content variations need to be



reviewed directly in the inbox of a marketer's quality assurance specialist and the marketing manager. A data extension named 'myTestData' contains only the variations needed.

Which method should be used to accomplish this task?

- A. Enter the email addresses to receive proofs, and then select the specific records from a list or data extension whose rendering should be sent.
- B. Choose data extension of contacts, and then choose to send "Based on Recipient Test Data Extension."
- C. Create a Test data extension that contains the five content variations the two team members need to validate.
- D. Enter the email addresses to receive proofs, and then choose to send "Based on Subscriber Preview 'myTestData.'"

Correct Answer: B

QUESTION 5

Which of the following segmentation tools can be used for both lists and data extensions?

- A. Data Filters
- B. Query Activities
- C. Groups
- D. Measures

Correct Answer: A

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