



EEB-101^{Q&As}

Essentials for Marketing Cloud Email Marketers

Pass Salesforce EEB-101 Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.passapply.com/eeb-101.html>

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by Salesforce
Official Exam Center

-  **Instant Download** After Purchase
-  **100% Money Back** Guarantee
-  **365 Days** Free Update
-  **800,000+** Satisfied Customers





QUESTION 1

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 2

A new data extension named "Orders" contains order data. One row is recorded for each customer's order. Customers can place multiple orders. The data extension Orders relates to other data extensions. The data extension Orders contains the following fields: OrderNumber: a unique alphanumeric order number customerID: a numeric customer identification number OrderDate: the system date and time for the order Instructions: an optional alphanumeric string that contains customer delivery notes.

Which statement accurately reflects the configuration of the Orders Data Extension?

- A. The OrderNumber field will be a Number data type field
- B. All fields in the data extension are nullable
- C. CustomerID will be used as the Primary Key
- D. OrderNumber will be used as the Primary Key

Correct Answer: D

QUESTION 3

Identify the best practices for interacting with potential and active subscribers. (Choose 3)

- A. Buy email lists
- B. Permission is specific to an address even if you know others.
- C. Opt-in via SMS in not Opt-in via email (And vice versa)
- D. Opt-ins are brand specific, don't share with other brands.
- E. In store loyalty programs

Correct Answer: BCD



QUESTION 4

A marketer wants to delete subscribers from a data extension if the records are older than 30 days. How should the marketer accomplish this task?

- A. Set Data Retention in the Properties of the data extension to delete records older than 30 days.
- B. Use the Mass Delete Wizard to automatically delete any records older than 30 days from the data extension.
- C. Set a reminder in the Campaign Calendar each day to manually delete the records from the data extension.
- D. Use the Import Activity in Automation Studio and select the delete records option for the specified timeframe.

Correct Answer: A

QUESTION 5

Northern Trail Outfitters sent three different emails as part of a seasonal campaign and would like to compare the open and click-through rates across the emails.

Which feature will enable this?

- A. Include Measures within a Filter
- B. Email Comparison Report
- C. Email Send Report
- D. Compare Email Sends on the Tracking page

Correct Answer: D

[EEB-101 PDF Dumps](#)

[EEB-101 VCE Dumps](#)

[EEB-101 Study Guide](#)