



EEB-101^{Q&As}

Essentials for Marketing Cloud Email Marketers

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QUESTION 1

A marketer is preparing an email for sending and completing quality assurance checks. Which testing feature mirrors logic used by spam filters to identify words, phrases, and patterns that are likely triggers, allowing marketers to make changes that will improve deliverability?

- A. Spam Check
- B. Validate
- C. Content Detective
- D. Subscriber Preview

Correct Answer: C

QUESTION 2

Northern Trail Outfitters (NTO) would like to improve email open rates to increase subscriber engagement and improve deliverability.

What action should NTO take to increase open rates?

- A. Send earlier in the day to give subscribers more time to check email.
- B. Add a clear, brief, and urgent call-to-action.
- C. Use images, not text, to improve email look and branding.
- D. Include relevant preheader text in every email.

Correct Answer: D

QUESTION 3

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



QUESTION 4

Northern Trail Outfitters\' marketing team includes the nearest store to customers in the template of its emails. This data extension only needs to be updated when store information changes, such as when a new store opens or a store closes.

How can this be achieved?

- A. Create an automation to begin when Information changes on a store object using a workflow rule.
- B. Create a scheduled automation to import the file on a recurring basis with store information.
- C. Create a file drop automation to import the file when placed on the specified directory on the Enhanced FTP.
- D. Create a file drop automation to initiate when the store\'s data extension is updated via import.

Correct Answer: C

QUESTION 5

Some of the best practices for interacting with potential and active subscribers include get permission, but remember permission expires over time and has a half life. What are some other best practices for interacting with potential and active subscribers? (Choose 3)

- A. Keep SPAM complaints under 10%
- B. Keep SPAM complaints under .01%
- C. Make unsubscribe easy and honor immediately
- D. Email never mandatory for customer interaction
- E. Accurately identify the sender in the header information.

Correct Answer: BCD

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