



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

Essentials for Marketing Cloud Email Marketers

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### QUESTION 1

Northern Trail Outfitters (NTO) is currently sending out a single welcome email when a subscriber joins its myNTO Rewards program. NTO wants to test whether one, two, or three welcome emails would result in a higher rate of conversion.

How can this be accomplished most efficiently?

- A. A series of A/B tests to determine the number of emails.
- B. Automation Studio with three separate Welcome automations.
- C. Journey Builder using a Random Split with three branches.
- D. Journey Builder using a Decision Split with three branches.

Correct Answer: A

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### QUESTION 2

Northern Train Outfitters wants the From Name on the monthly Newsletter to come from a specific User who is set up in the Marketing Cloud. Which feature would be used to set up this From Name selection?

- A. Sender Profile
- B. Content information
- C. Can-SPAM classification
- D. Delivery Profile

Correct Answer: A

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### QUESTION 3

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

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#### QUESTION 4

What is a personalization string?

- A. A snippet of text that inserts subscriber attributes into an email
- B. An automated way of scraping a website for content to populate inside of an email
- C. The snippet of text at the top of the email that is visible before an email has been opened
- D. A content area that will display based on a subscriber attribute

Correct Answer: A

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#### QUESTION 5

A marketing associate wants to ensure that an email will be delivered to a subscribers\' inbox. What tool can the associate use to scan the subject line and the body of the email message for words and phrases that would be flagged by spam filters?

- A. Content detective
- B. Link detective
- C. Email Validation
- D. Send Preview

Correct Answer: A

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