



EEB-101^{Q&As}

Essentials for Marketing Cloud Email Marketers

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QUESTION 1

A marketer for Northern Trail Outfitters needs to share multiple assets in Content Builder for a campaign with another business unit in their account. How should the marketer share these assets?

- A. Individually share each asset with the other business unit in Content Builder.
- B. Move the content into the Shared Content folder in Content Builder.
- C. Create and share a new folder for the assets in Content Builder.
- D. Switch to Classic Content to move the assets into the Shared Content folder.

Correct Answer: B

QUESTION 2

What is a purpose of marking an attribute as hidden?

- A. The attribute is not available for CAN-SPAM compliance
- B. The attribute is not available to store data
- C. The attribute is not available to other users in the account
- D. The attribute is not available to subscribers on the Profile Center

Correct Answer: D

QUESTION 3

Northern Trail Outfitters (NTO) uses link aliases within the HTML versions of its emails to indicate where clicks occurred, even if the same URL is used multiple times within a send. A marketing employee has been asked to pull the email addresses of all customers who clicked on the link associated with "Main Banner Top" in NTO's most recent newsletter. Where can the marketer most easily find this information?

- A. Tracking Job Links tab > URL ID
- B. Tracking Click Activity tab > Email Overlay View
- C. Tracking Overview tab > Clicks
- D. Tracking Click Activity tab > Link View

Correct Answer: D

QUESTION 4

A 15-person management team wants to review test emails built in Email Studio prior to live deployment based on



content that is personalized for them, but is clearly noted as a test email. What is the safest, most effective way for a marketer to accomplish this task without compromising the email content?

- A. Create a data extension composed of the management team, create a User-Initiated Send Definition, select the email, prepend "Test" to the Subject, select the data extension, and send the email.
- B. Find each individual with Subscriber Preview and Test Send to each individual Recipient.
- C. Create a list composed of the management team, prepend "Test" to the Subject, and use the Send Flow to send the email to the list.
- D. Create a Test data extension composed of the management team and Test Send to the Test data extension.

Correct Answer: C

QUESTION 5

What is required on an email message by the United States CAN-SPAM Act? (Choose 2)

- A. Any Mailing Address
- B. Physical Mailing Address
- C. A way to Unsubscribe
- D. A link to the sender's website

Correct Answer: BC

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