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

## Essentials for Marketing Cloud Email Marketers

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**QUESTION 1**

A marketer needs to share report results with a manager. When using Reports in the Marketing Cloud user interface, which three options can be used to deliver the report to the manager? Choose 3 answers

A. Email the report.

B. Text a link to the report.

C. Notify the manager with a pop-up.

D. Save the report as a Snapshot.

E. Save the report to an FTP folder.

Correct Answer: ADE

**QUESTION 2**

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

**QUESTION 3**

A company has set out to increase their subscriber base. They hired a team of marketing consultants to develop an acquisition plan backed by data. What are two effective methods to acquire new subscribers? Choose 2 answers

A. Require customers to provide their email address when calling customer service.

B. Create an in-store SMS campaign that offers a discount for opting in.

C. Have customers opt in to email before they can shop online.

D. Ask for an email address when a customer makes a purchase in-store.

Correct Answer: BD

**QUESTION 4**

A marketer wants to overwrite the data in a data extension on a daily basis using Automation Studio. What can the marketer do to accomplish this task?

A. Create an Import Activity and execute it manually

B. Create an Import Activity to use in a workflow in Automation Studio

C. Create an import using the Import Wizard in the Email Application

D. Create an import using the Import Wizard in Automation Studio

Correct Answer: B

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**QUESTION 5**

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

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