



EEB-101^{Q&As}

Essentials for Marketing Cloud Email Marketers

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QUESTION 1

As part of a daily shipping notification automation, Northern Trail Outfitters needs to join data from the Shipping data extension and the Purchase data extension.

What activity is designed to address this scenario?

- A. SQL Query Activity
- B. Filter Activity
- C. Group Refresh
- D. File Transfer Activity

Correct Answer: B

QUESTION 2

When importing Data into the Marketing Cloud list detective is triggered at the time of import for which of the following?

- A. Lists
- B. Data Extension
- C. Data Views
- D. Import Activity

Correct Answer: A

QUESTION 3

What are three tactics for subscriber growth? (Select 3)

- A. General Email Sign-up
- B. Online Newsletter
- C. Sign up requests specific to various sections of a website
- D. Email capture via Facebook

Correct Answer: ACD

QUESTION 4

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 5

A marketing associate wants to use the Validate button to ensure an email is CAN-SPAM compliant. What information does the associate need to provide in order for the email to pass validation? (Choose 2)

- A. Profile Center URL
- B. Company Website URL
- C. Physical Mailing Address
- D. Terms and Conditions Policy

Correct Answer: D

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