



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

Essentials for Marketing Cloud Email Marketers

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### QUESTION 1

An email marketing team is setting up a campaign to message customers who register for an event. The registration data is being gathered in another system and will be passed to Marketing Cloud daily, and updates made to the customers\' registration information will be reflected in the same file. How should the import of event registration data be configured?

- A. Use the Import Activity to overwrite the records in the data extension.
- B. Use the Import Wizard to add new records into the data extension.
- C. Use the Import Wizard to overwrite the records in the data extension.
- D. Use the Import Activity to add new records into the data extension.

Correct Answer: A

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### QUESTION 2

What are the 5 proven email practices to drive revenue? (Choose 5)

- A. Gain Subscribers
- B. Improve Deliverability
- C. Design for Clicks
- D. Send email consumers want
- E. Drive engagement
- F. Use automation
- G. Adhere to the CANSPAM act.

Correct Answer: ABCEF

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### QUESTION 3

The marketing manager of Northern Trail Outfitters is interested in A/B testing emails in order to increase subscriber engagement.

Which two practices should the marketing manager employ? (Choose two.)

- A. Offer a special discount for opening the email.
- B. Use a large sample size.
- C. Wait at least 24 hours before declaring a winner.



D. Test multiple variations concurrently.

Correct Answer: BC

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#### QUESTION 4

Northern Train Outfitters sends email order confirmations to customers who have made online purchases. These emails must follow the "Transactional" CAN-SPAM classification requirements. Which feature would a marketer use to classify a send under this CAN-SPAM classification?

- A. Send Classification
- B. Send Definition
- C. Delivery Profile
- D. Sender Profile

Correct Answer: A

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#### QUESTION 5

The marketing team would like to refresh a filtered data extension on a recurring basis, by using a data filter named "Pref1-Tech"

How can this process be automated?

- A. Create a Filter Activity that selects the Pref1-Tech Data Filter, and then add the Filter Activity to an Automation
- B. Create a filtered Data Extension Activity that selects the Pref1-Tech Data Filter, and then add the Filtered Data Extension Activity to an Automation
- C. Set a refresh schedule on a new filtered data extension, and select the Pref1-Tech data filter
- D. Add the Pref1-Tech Data Filter to an Automation

Correct Answer: A

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#### QUESTION 6

NTO completed a data review process and discovered their data extension folders contain hundreds of filtered data extensions which are never used. What tool could NTO use to alleviate the number of filtered audiences that are created for sending?

- A. Filter Activity
- B. Data Filter
- C. SQL Query
- D. Filtered Group



Correct Answer: A

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#### QUESTION 7

What happens if you do not deal with bounce rates of 20% or greater?

- A. Your ISP will suspend your next send.
- B. Your ISP reputation will be impacted.
- C. The next time you send an email the offending emails will be dropped from the list.
- D. Nothing

Correct Answer: B

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#### QUESTION 8

When sending to data extensions what is the default publication list?

- A. All Subscriber List
- B. Group List
- C. Publication List
- D. All of the above

Correct Answer: A

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#### QUESTION 9

Northern Trail Outfitters (NTO) is launching a custom, corporate-branded apparel website. They are concerned about the new initiative's campaign impacting deliverability on its consumer retail sends. NTO has purchased a second IP address to be used for the corporate site's email sending. What feature would the NTO administrator use to specify which IP address is used for retail vs.corporate?

- A. Sender Profile
- B. Send Classification
- C. Delivery Profile
- D. Send Definition

Correct Answer: C

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#### QUESTION 10



Which feature can segment on behavioral data?

- A. Data Filter
- B. Data Extension
- C. Import Activity
- D. Tracking

Correct Answer: A

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#### QUESTION 11

A marketer has been tasked with ensuring Northern Trail Outfitters' unsubscribe mechanisms are CANSPAM compliant and follow industry best practices. Which two criteria should the marketer incorporate into campaigns to ensure compliance and align with current best practices? Choose 2 answers

- A. Ensure opt-out mechanisms are operational for at least 30 days post-send.
- B. Process every individual's unsubscribe request within 14 business days.
- C. Include an unsubscribe link in the header or footer of emails.
- D. Ask the subscriber to log in to the Preference Center to confirm opt-out.

Correct Answer: CD

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#### QUESTION 12

What can you test with A/B Testing?

- A. Subject Lines
- B. Email Message
- C. Content areas
- D. From Name
- E. Dates and Times sent out
- F. All of the above

Correct Answer: F

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#### QUESTION 13

Northern Trail Outfitters (NTO) created several lists of subscribers, and would now like to send an email to all female subscribers.



Which feature allows NTO to easily target this segment?

- A. Smart Capture
- B. Publication List
- C. List Detective
- D. Filtered Group

Correct Answer: D

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#### QUESTION 14

Which of the following segmentation tools can be used for both lists and data extensions?

- A. Data Filters
- B. Query Activities
- C. Groups
- D. Measures

Correct Answer: A

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#### QUESTION 15

Northern Train Outfitters wants to maintain enterprise-wide opt-outs for two segments of its subscribers: Education Events and Sales. Which feature would the company use?

- A. Shared Emails
- B. Shared Portfolio Items
- C. Shared Data Extensions
- D. Shared Publication Lists

Correct Answer: D

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