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Salesforce

EEB101

Essentials for Marketing Cloud Email Marketers

Questions & Answers PDF

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Question: 1

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

Answer: D

Question: 2

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

Answer: C

Question: 3

A marketer has been tasked with ensuring Northern Trail Outfitters' unsubscribe mechanisms are CAN-SPAM 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.

Answer: C, D

Question: 4

Northern Trail Outfitter's Quality Assurance process requires that a team of users evaluates all parameters of an email send, including Email, Subject Line, Send Classification, and other properties, prior to manually sending the email.

What tool in Email Studio enables a marketer to save and execute a send manually?

- A. Send Flow
- B. User-Initiated Email
- C. Send Activity
- D. Guided Send

Answer: D

Question: 5

After receiving a GDPR "Right to Be Forgotten" Request from their compliance team, a marketer must remove a contact from Email Studio.

Where should this action be initiated in Marketing Cloud?

- A. Contact Builder > Contacts Configuration
- B. Email Studio > All Subscribers
- C. Administration > Contacts
- D. Contact Builder > All Contacts

Answer: A

Question: 6

A marketer needs to import a text file and does not have access to the account's Enhanced FTP site.

What is the recommended way to import the data?

- A. Data Extract Activity Interaction
- B. Import Subscriber Wizard
- C. Import Activity Interaction
- D. Manual Data Filter Refresh

Answer: C

Question: 7

Northern Trail Outfitters (NTO) just hired a new associate who is brand new to email marketing to start creating and deploying the company's monthly campaigns. NTO wants to ensure no mistakes are made.

Which two elements of the send can be reviewed with Approvals?

Choose 2 answers

- A. Hyperlinks
- B. Subject Line
- C. From Name
- D. Send Count

Answer: B, C

Question: 8

A marketing manager needs to evaluate two creative versions to determine which is more effective in increasing sales conversions and if this correlates to the version that receives the most clicks.

Which two A/B test options should be used? Choose 2 answers

- A. The test administrator selects the desired audience test segment sizes.
- B. The test administrator manually selects the version to send to the remainder.
- C. The system automatically sends the winning version to the remainder audience.
- D. The test administrator chooses which subscribers to place in each audience.

Answer: A, C

Question: 9

Northern Trail Outfitters' (NTO) branding guidelines require heavy use of imagery on its website, apps, emails, ads, etc.

What are two ways that NTO can optimize its email design to honor branding guidelines and ensure subscribers are getting the best experience possible?

Choose 2 answers

- A. Add background colors that match branding.
- B. Style alt text for when images do not display automatically.
- C. Use custom corporate font to match NTO brand.
- D. Make the email completely image based.

Answer: B, C

Question: 10

Northern Trail Outfitters wants to use something other than an email address to identify subscribers. What functionality can be used to accommodate this?

- A. Subscriber Key
- B. Subscriber Attributes
- C. System Preferences
- D. Primary Key

Answer: A



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