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EEB-101
Essentials for Marketing Cloud Email Marketers

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Question: 1

A marketer for Northern Trail Outfitters needs to see test emails for each subscriber in a data extension. What should the marketer do to ensure the data extension appears as a RecipientTest Data Extension in the Test Send menu?

A. Save the data extension in the Test Folder.
B. Create the data extension as ' Is Testable ' .
C. Associate the data extension to the Campaign.

Answer: B

Explanation:
Creating the data extension as 'Is Testable' is the option that ensures the data extension appears as a Recipient Test Data Extension in the Test Send menu. This option allows the marketer to use the data extension for testing purposes only, and not for actual sends. Saving the data extension in the Test Folder or associating it to the Campaign does not affect its availability for test sends.

Question: 2

Northern Trail Outfitters (NTO) is troubleshooting why a triggered send isn ' t being delivered to the customer. When querying the _subscribers data view, NTO notices this subscriber key exists twice, and one of them has a status of ' Held ' .
What is the source of the duplicate subscriber key?

A. Triggered Send Managed Lists
B. Global Unsubscribe List
C. Auto Suppression List

Answer: C

Explanation:
Auto Suppression List is the correct answer. An auto suppression list is a list of subscribers who should not receive certain types of emails, such as promotional or transactional emails. Auto suppression lists can be applied at the sender profile level or at the send classification level. If a subscriber is on an auto supp ression list that is applied to a triggered send, they will not receive the email, even if they are in the target data extension. The _subscribers data view will show their status as 'Held' for that sender profile or send classification. You can learn more about this in the Manage Subscribers module on Trailhead.

Question: 3

Northern Trail Outfitters Is building a data extension that will store preference data for the its subscribers.
Which settings should be enabled to allow a SQL Query Activity to update the data extension?

A. Is Sendable
B. Nullable
C. Primary Key

Answer: C

Explanation:
A data extension that is used for a SQL Query Activity must have a primary key. The primary key ensures that each record is unique and can be updated by the query. The Is Sendable and Nullable settings are not required for a SQL Query Activity, but they affect how the data extension can be used for sending emails and storing null values.

Question: 4

Northern Trail Outfitters (NTO) wants to manager subscriber preferences at the communication theme level. NTO ' S subscribers are stored in data extensions.
Which Marketing Cloud feature should be used to achieve this?

A. Publication Lists
B. List Unsubscribes
C. Journey Builder Sends

Answer: A

Explanation:
Publication lists are used to manage subscriber preferences at the communication theme level. They allow subscribers to opt in or out of different types of messages, such as newsletters, promotions, or events. List unsubscribes a nd journey builder sends are not related to communication themes.

Question: 5

The marketing team has been troubleshooting why an email was not sent to 10% of the audience within the data extension. When they review the tracking for the job ID, they see 0 subscribers were held or unsubscribed.
Which additional issues should they consider?

A. DoNotTtad preferences
B. Bounced contacts from previous sends
C. Suppressed contacts from contact deletion

Answer: B

Explanation:
The correct answer is B because bounced contacts from previous sends are excluded from future sends by default, unless they are reactivated. DoNotTrack preferences only affect tracking data, not sending. Suppressed contacts from contact deletion are not relevant because the data extension contai ns the audience for the send.

Question: 6

Northern Trail Outfitters is building an automation that should run as soon as a process completes on the company's website. The process does not have access to SFTP.
How should the automation be configured to run?

A. Schedule the automation to run hourly.
B. Trigger the automation via API.
C. Use a File Drop starting source.

Answer: B

Explanation:
Triggering an automation via API is a method that allows marketers to start an automation based on an external event or process, such as a website action. The automation can be triggered by calling the Perform method of the Automation object in the SOAP API. This method can be used to run an automation immediately or schedule it for a future date and time.

Question: 7

Northern Trail outfitters wants information on the email performance of an abandoned cart journey. Which Journey Builder resources provides data on all versions of a specific journey's cross-channel performance data?

A. Email Analytics Tile
B. Journey History
C. Analytics Dashboard

Answer: C

Explanation:
The Analytics Dashboard is a Journey B uilder resource that provides data on all versions of a specific journey's cross-channel performance data. The Analytics Dashboard can show metrics such as audience size, goal attainment, message engagement, channel performance, etc. The Analytics Dashboar d can also compare different versions of a journey and show trends over time.

Question: 8

Northern Trail Outfitters (NTO) wants to grow its number of email subscribers.
Which action follows best practices to increase subscribers?

A. Send an SMS to NTO ' s entire customer database with a link to subscribe.
B. Collect emails at offline activities, including in stores.
C. Send an email to NTO ' s entire customer database asking for referrals.

Answer: B

Explanation:
One of the best practices to increase email subscribers is to collect emails at offline activities, including in stores 1 . This way, NTO can capture the interest of potential customers who are already engaged with their brand and products. NTO can also offer ince ntives, such as discounts or freebies, to encourage customers to sign up for their email list. By collecting emails at offline activities, NTO can build a permission-based and relevant email list that can improve their deliverability and engagement rates.
Sending an SMS to NTO's entire customer database with a link to subscribe is not a good practice, as it may violate the consent and privacy laws of different countries 2 . Moreover, sending an SMS to customers who have not opted in for SMS communication may annoy them and damage NTO's reputation. NTO should only send SMS messages to customers who have explicitly agreed to rec eive them and provide them with an easy way to opt out.
Sending an email to NTO's entire customer database asking for referrals is also not a good practice, as it may result in spam complaints and unsubscribes 3 . Asking for referrals should be done in a targeted and personalized way, based on the customer's behavior and preferences. NTO should also provide incentives and clear instructions for customers who want to refer their friends and family to NTO's email list. References := 1 : Optimizing Marketing Cloud: Best Practices for Managing Inactive Accounts - Salesforce 2 : How You Can Keep Email Subscribers Engaged | Salesforce 3 : Email Marketing Best Practices - Salesforce.com

Question: 9

An insurance company has launched a new campaign to target Individuals between 64 and 65 that are not yet enrolled and are opted into email. All subscriber data is stored in one data extension.
How should the marketer use low-code to create this segment?

A. Create a data filter on the data extension.
B. Filter the .csv file before import.
C. Write a query to create a filtered data extension.

Answer: A

Explanation:
Data filters are low-code tools that can be used to create segments based on criteria applied to data extensions. They can be used to filter subscribers by age, opt-in status, or any other attribute. Filtering the .csv file before import is not a low-code option, and writing a query is a code-based option.

Question: 10

The Northern Trail Outfitters (NTO) marketers want to easily track the performance of NTO ' s interest and profile data capture journeys.
Which action should the marketer take to evaluate conversion of those journeys?

A. Export the journey email analytics.
B. Define a goal for each journey.
C. Review opens and clicks activity summaries.

Answer: B

Explanation:
The action that the marketer should take to evaluate convers ion of those journeys is to define a goal for each journey 1 . A goal is a measure of success for a journey, such as a purchase, a subscription, or a registration 2 . By defining a goal for each journey, the marketer can track how many contacts achieved the desired outcome after receiving the email messages in the journey 3 . The marketer can also compare the goal metrics across different journeys to identify which ones are more effective and optimize them accordin gly 4 .
Exporting the journey email analytics is not the correct answer, as it does not help evaluate conversion of those journeys. Exporting the journey email analytics is a feature that allows the marketer to download a CSV file with detailed information about the email performance in a journey, such as sends, opens, clicks, bounces, and unsubscribes. By exporting the journey email analytics, the marketer can analyze the email engagement and deliverability in a journey, but they cannot measure the conversion or outcome of the journey.
Reviewing opens and clicks activity summaries is also not the correct answer, as it does not hel p evaluate conversion of those journeys. Reviewing opens and clicks activity summaries is a feature that allows the marketer to view the aggregate statistics of the email activity in a journey, such as total opens, unique opens, total clicks, and unique cl icks. By reviewing opens and clicks activity summaries, the marketer can monitor the email interaction and interest in a journey, but they cannot measure the conversion or outcome of the journey. References := 1 : Define Goals - Salesforce 2 : Journey Builder Best Practices - Salesforce 3 : Analyze Journey Performance - Salesforce 4 : Marketing Clo ud Journey Builder: How to Measure Success : Export Journey Email Analytics - Salesforce : Email Activity Summary - Salesforce

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