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Exam : **EEB-101**

Title : Essentials for Marketing Cloud
Email Marketers

Vendor : Salesforce

Version : DEMO

NO.1 Northern Trail Outfitters wants to ensure that the Email Address field value is not duplicated in a data extension. What should a marketer do to ensure the Email Address field values are unique?

- A.** Mark the field as the Primary Key.
- B.** Mark the data extension as Sendable.
- C.** Use Email Address as Subscriber Key.

Answer: A

Explanation:

marking the field as the Primary Key is what a marketer should do to ensure the Email Address field values are unique in a data extension. A primary key is a field or a combination of fields that uniquely identifies each row in a data extension. If a field is marked as a primary key, it cannot have duplicate values or null values.

Marking the data extension as Sendable or using Email Address as Subscriber Key does not ensure uniqueness of field values.

NO.2 The data team at Northern Trail Outfitters (NTO) has configured a data extension that contains all customer transactions within the last 90 days. NTO's marketing team would like to target customers who have purchased a camping tent or foldout camper in the last week; however, for this campaign, they would like to exclude anyone who has a 'silver status'.

Which three tools should be used to segment this data?

- A.** SQL Query, Filter Definition, Journey Builder Entry Source
- B.** Journey Builder Entry Source, Filter Definition, Segment Builder
- C.** SQL Query, Decision Split, Data Designer

Answer: A

Explanation:

A SQL Query is a tool that allows marketers to manipulate and filter data from data extensions using SQL statements. A SQL Query can be used to find customers who have purchased a camping tent or foldout camper in the last week and exclude those who have a 'silver status'. A Filter Definition is a tool that allows marketers to create filters based on attributes or measures from data extensions. A Filter Definition can be used to apply the SQL Query results to the data extension that contains all customer transactions within the last 90 days. A Journey Builder Entry Source is a tool that allows marketers to define the audience for a journey based on data extensions, filters, or events. A Journey Builder Entry Source can be used to select the filtered data extension as the entry source for the campaign.

NO.3 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 suppression 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.

NO.4 Northern Trail Outfitter wants to make sure important subscriber updates, such as unsubscribes, are reflected within the platform as soon as they happen due to regulatory concerns. What should be used to best achieve this in real time?

- A. SQL Query activities
- B. File Drop Automations
- C. APIs

Answer: C

Explanation:

APIs are application programming interfaces that allow different systems to communicate and exchange data with each other. APIs can be used to perform various tasks in Marketing Cloud, such as creating or updating subscribers, sending messages, triggering automations, retrieving tracking data, etc. APIs can also be used to update subscriber information in real time based on their actions or preferences.

NO.5 The marketing team wants to split their primary customer data extension into 10 separate segments, to use for future A/B testing score.

Which feature should be used to easily segment the data extension?

- A. Filter Data Activity
- B. Random Data Extension
- C. SQL query activity

Answer: B

Explanation:

To easily segment the data extension into 10 separate segments, you should use the random data extension feature. This feature allows you to create a new data extension with a random sample of records from an existing data extension. You can specify the number of records or the percentage of records to include in the random data extension.

NO.6 A marketing team wants to schedule automatic delivery of pivot table data to an Amazon Web Services (AWS) S3 bucket every Monday at 6:00 a.m.

Which method meets their needs?

- A. Report Scheduling in Datorama Reports
- B. File Transfer Activity in Automation Studio
- C. Report Definition Activity in Automation Studio

Answer: B

Explanation:

File Transfer Activity in Automation Studio is the method that meets their needs. File Transfer Activity is an activity that allows you to move files from one location to another, such as from Marketing Cloud to an SFTP server or an AWS S3 bucket. You can use this activity to schedule automatic delivery

of pivot table data to an AWS S3 bucket every Monday at 6:00 a.m. Report Scheduling in Datorama Reports is a feature that allows you to schedule reports to be sent via email or Slack, but not to an AWS S3 bucket. Report Definition Activity in Automation Studio is an activity that allows you to create and run reports based on data views, but not to deliver them to an AWS S3 bucket.

NO.7 Northern Trail Outfitter historically received a bulk data file from a vendor per day in its Marketing cloud SFTP. The vendor is updating its sending cadence and will be delivering files over approximately eight hours throughout the day. The files will maintain the same naming convention and include a timestamp.

Which update should be implemented to the automation to process the files as they are received while minimizing network?

- A. Replace the Schedule with File Drop and use a filename pattern
- B. Implement an API to start automation with every file transfer.
- C. Replicate the automation and schedule mem to execute server eight hours

Answer: A

Explanation:

To process the files as they are received while minimizing network, you should replace the schedule with file drop and use a filename pattern. This will allow you to trigger the automation whenever a file with a specific name pattern is dropped into the Marketing Cloud SFTP

NO.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 stores¹. This way, NTO can capture the interest of potential customers who are already engaged with their brand and products. NTO can also offer incentives, 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 countries². 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 receive 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 unsubscribes³. 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

NO.9 Northern Trail Outfitters (NTO) is going through IP address warning and would like to understand the metrics of the email sends on a data level.

Which out-of-the-box report should IMTO use to get this information to refine to its sending methods?

- A.** Recent Email Send Summary
- B.** Email Performance by Domain
- C.** Email Sends by User

Answer: B

Explanation:

The Email Performance by Domain report is an out-of-the-box report that provides information on the email performance of different domains, such as Gmail, Yahoo, Outlook, etc. The report can show metrics such as sends, deliveries, opens, clicks, bounces, unsubscribes, etc., for each domain. The report can also show the percentage of each metric compared to the total number of sends. This report can help marketers understand how different domains handle their emails and refine their sending methods accordingly.

NO.10 When building an email audience, a marketer first runs a query to update a data extension referenced in the audience query.

Which configuration should be used to ensure the exclusion is updated before the audience query runs?

- A.** In the step with the two SQL activities, place a wait step between them.
- B.** Place the audience SQL Query Activity in a step after the exclusion SQL Query Activity.
- C.** Place the audience SQL Query Activity below the exclusion SQL Query Activity.

Answer: B

Explanation:

If you want to ensure the exclusion is updated before the audience query runs, you should place the audience SQL Query Activity in a step after the exclusion SQL Query Activity. This way, the exclusion query will run first and update the data extension with the subscribers who should be excluded from the send. Then, the audience query will run and pull the subscribers who meet the criteria for the send, excluding those who were filtered out by the previous query. Placing a wait step between them or placing them in the same step will not guarantee that they will run in the correct order. You can learn more about this in the [Automation Studio Basics] module on Trailhead.

NO.11 Northern Trail Outfitters (NTO) has an upcoming campaign with a call to action to shop its new NTO outlet store. The campaign will need to send up to three emails but stop sending to each specific subscriber once they have made a purchase at the NTO outlet, and provide reporting on the success of the campaign.

Which Journey Builder component addresses the two requirements of this campaign?

- A.** Decision Splits
- B.** Goals
- C.** Exits

Answer: B

Explanation:

Goals are the Journey Builder component that addresses the two requirements of this campaign. Goals allow marketers to define a desired outcome for each journey, such as making a purchase at

the NTO outlet, and track how many contacts achieve it. Goals also allow marketers to exit contacts from the journey once they achieve the goal, which means they will stop receiving emails from the campaign. Decision Splits are used to branch contacts into different paths based on criteria, but not to exit them from the journey or track their outcomes. Exits are used to remove contacts from the journey based on criteria, but not to track their outcomes.

NO.12 Northern Trail outfitters wants information on the email performance of an abandoned cart journey.

Which Journey Builder resource 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 Builder 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 Dashboard can also compare different versions of a journey and show trends over time.

NO.13 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. DoNotTrack 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 contains the audience for the send.

NO.14 A marketer needs a quick count of record in a data extension with 'Djibouti' as they value for Country.

What should they use to determine the number of matching records in the least number of steps?

- A. Filtered data extension
- B. SQL Query
- C. Data Filter

Answer: C

Explanation:

Data Filter is a tool that allows marketers to create filtered data extensions based on criteria without writing SQL queries. Data Filter can also provide a quick count of records that match the criteria before creating the filtered data extension. [Source: Trailhead]

NO.15 A marketer is using Preview ..Test sending to check that content is ready for an upcoming campaign and notices the Send Log Data Extension is not updating.

What is the reason records are NOT being recorded?

- A.** Test sends are not recorded on the Send Log Data Extension.
- B.** The send exceeded the maximum test send threshold.
- C.** A subscriber was not selected in the Subscriber Preview tab.

Answer: A

Explanation:

Test sends are not recorded on the Send Log Data Extension is the correct answer. A Send Log Data Extension is a data extension that captures information about each email send, such as subscriber key, email name, subject line, send date, etc. However, test sends are not recorded on the Send Log Data Extension, as they are not considered actual sends. Test sends are used to preview and test how your email will look for different subscribers before sending it to your target audience. The send exceeded the maximum test send threshold is not a valid reason, as there is no such limit for test sends in Marketing Cloud. A subscriber was not selected in the Subscriber Preview tab is not a valid reason either, as this option only affects how you preview your email content, not how you record your test send information. You can learn more about this in the [Email Testing Tools] module on Trailhead.

NO.16 Northern Trail outfitter wants to use an AI-based approach to target subscribers who are not receiving too many emails but are engaging constantly with the emails sent to them.

Which feature should help achieve this?

- A.** Einstein Messaging Insight
- B.** Einstein Engagement Scoring
- C.** Einstein Engagement Frequency

Answer: C

Explanation:

Einstein Engagement Frequency is a feature that uses artificial intelligence to analyze subscriber engagement data and determine the optimal number of emails to send to each subscriber per week. Marketers can use Einstein Engagement Frequency to segment subscribers based on their engagement frequency range and target them with personalized email campaigns.