

**100%** Money Back  
**Guarantee**

**Vendor:**Salesforce

**Exam**

**Code:**MARKETING-CLOUD-ADVANCED-CROSS-  
CHANNEL

**Exam Name:**Salesforce Marketing Cloud Advanced  
Cross Channel

**Version:**Demo

### QUESTION 1

Benefit of IS(advanced real-time personalization across various channel, unified customer profile) ---

- A. Understand, decide act
- B. Listen, Understand , Act

Correct Answer: B

In Salesforce Interaction Studio (IS), profiles are merged using deterministic matching on matched identities. This method relies on specific, identifiable information (like email addresses or user IDs) to accurately combine profiles. This ensures that the merged profile accurately reflects the customer's interactions and behaviors across different channels, providing a reliable basis for personalized engagement.

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### QUESTION 2

What will you to send a real time email to a customer with a dynamic buy link when available stock goes below 50?  
Select 2.

- A. Journey api
- B. Rest api
- C. Transactional messaging api.
- D. Email soap api

Correct Answer: BC

To send a real-time email with a dynamic buy link when stock levels drop below 50, the most effective APIs to use are:

B: REST API: This API can be used to integrate real-time triggers from your stock management system to Salesforce Marketing Cloud. It allows you to send real-time communications based on stock changes.

C: Transactional Messaging API: Specifically designed for real-time, triggered messaging, this API is ideal for sending transactional emails that include dynamic content like a buy link based on immediate changes in data, such as inventory levels.

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### QUESTION 3

What is true about contact data and journey data.

- A. Journey data is static and contact data is updated data.
- B. Contact data is static and journey data is updated data

Correct Answer: A

The relationship between journey data and contact data is:

A: Journey data is static and contact data is updated data. Journey data refers to the data elements that were true at the time the contact entered the journey and do not change throughout the journey. In contrast, contact data is dynamic and can be updated outside the journey, reflecting the most current information available about the contact.

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#### QUESTION 4

3 possible reasons why a SMS message would fail to reach users mobile? (select 3 options)

- A. switched off
- B. SMS sent to landline number
- C. mobile is in another call
- D. out of cellular network coverage
- E. Low battery

Correct Answer: BDE

Several factors can cause an SMS message to fail in reaching a user's mobile phone. The three possible reasons include:

B. SMS sent to landline number: If an SMS is directed to a landline number, it will fail because landlines do not receive text messages. D. Out of cellular network coverage: If the recipient's mobile device is out of the range of a cellular network, it won't receive SMS messages until it returns to a covered area.

E. Low battery: If a mobile device's battery is too low or the phone is turned off due to low power, it may not receive SMS messages until it is recharged and turned back on.

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#### QUESTION 5

How does real time interaction management (RTM) in IS help marketer to provide personalized content to user, Select multiple

- A. Orchestration
- B. Data aggregation
- C. Unified customer profile

Correct Answer: ABC

Real-Time Interaction Management (RTIM) in Salesforce Interaction Studio (IS) enhances marketers' ability to deliver personalized content by:

Orchestration: Managing and coordinating customer interactions across various channels in real-time, ensuring consistent and contextually relevant communication.

Data aggregation: Collecting and synthesizing data from various sources to provide a comprehensive view of customer interactions, preferences, and behaviors.

Unified customer profile: Creating a single, cohesive profile for each customer by integrating data from multiple

touchpoints and data sources, allowing for more targeted and personalized marketing strategies.

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#### QUESTION 6

How does Marketing cloud connect help when you want to trigger journey when a record is created in sales cloud contact, Select 2.

- A. Sales cloud entry audience in journey builder
- B. Use a api to trigger journey directly from ecom site and use email address as subscriber key.
- C. Use an api to create record in sales cloud directly from the ecom site
- D. Use synchronized de, query to a sendable DE and use automation studio schedule to inject contact every 15 mins

Correct Answer: AD

When using Marketing Cloud Connect to trigger a journey when a record is created in Sales Cloud, you can utilize:

A: Sales Cloud entry audience in Journey Builder: This feature allows you to start a journey based on the creation of a record in Sales Cloud, making it an effective method for real-time engagement.

D: Use synchronized DE, query to a sendable DE and use Automation Studio schedule to inject contact every 15 mins: This method involves synchronizing data from Sales Cloud into a Data Extension (DE) in Marketing Cloud, querying this data into a sendable DE, and then using Automation Studio to schedule regular injections of new contacts into the journey.

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#### QUESTION 7

How frequently does Einstein Engagement Scoring updates to email?

- A. Email daily
- B. Mobile Weekly
- C. Model Monthly

Correct Answer: A

Einstein Engagement Scoring in Salesforce Marketing Cloud updates its models differently based on the channel:

Email daily: The scoring model for email engagement is updated daily. This frequency ensures that the model reflects the most recent interactions and behaviors of users, allowing marketers to dynamically adjust their strategies based on upto-date engagement data. The daily update cycle helps maintain the accuracy and relevance of the engagement scores, ensuring that marketing efforts are effectively aligned with user engagement trends.

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#### QUESTION 8

You are using replace inbox message feature. But your audience has changed and some of the contacts who received the first message do not exist. What would happen?

- A. the inbox message is replaced for all user.
- B. the inbox message is replaced only for users who do not exist:
- C. inbox message is replaced for users who read the first message.
- D. Inbox message is replaced for existing users and deleted for users who do not exist.

Correct Answer: D

Using the replace inbox message feature in Salesforce Marketing Cloud, when your audience has changed and some of the contacts who received the first message no longer exist, the handling is as follows:

D: Inbox message is replaced for existing users and deleted for users who do not exist. This ensures that only current, valid users receive the updated message, maintaining the relevance and accuracy of your marketing communications.

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### QUESTION 9

Where can you see ad details for facebook ad campaign. Both advertising campaigns and journey builder)

- A. Journey builder
- B. On the facebook ad channel

Correct Answer: B

To view ad details for a Facebook ad campaign managed through Salesforce Marketing Cloud, the most direct place to find comprehensive campaign information is:

B: On the Facebook ad channel. While journey builder integrates with Advertising Studio for triggers and automation, detailed performance metrics and management of ads are best handled directly within the platform where the ads are hosted, i.e., Facebook's own ad management tools.

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### QUESTION 10

Where would you set a threshold limit in social studio

- A. enterprise admin settings
- B. workspace settings
- C. tab in engage
- D. column in engage

Correct Answer: C

To set a threshold limit in Social Studio, you should navigate to the Engage module. Within Engage, there are various tabs where thresholds and rules for engaging with content can be set and managed. These settings allow users to manage the volume and type of interactions effectively.

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### QUESTION 11

Difference between inbox message and in app message.

- A. Inbox message is displayed and stored in device in app message is displayed only 1 time
- B. Inbox message is displayed once but in app message is displayed repeatedly
- C. Inbox messages can be used only in ios whereas in app message can also be used in android

Correct Answer: A

The primary difference between inbox messages and in-app messages in mobile marketing involves how they are stored and displayed:

Inbox message is displayed and stored in device, in-app message is displayed only 1 time. Inbox messages are saved within the app's message center or inbox and can be accessed multiple times. In contrast, in-app messages appear only

once during the app usage session and are not stored for future viewing.

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### QUESTION 12

send multiple emails over a period of 3 months with link to download mobile app. If link clicked then send app feature emails else same mails to download mobile app after every 3 days. How would you design this Multiple select?

- A. use journey with email activities and engagement split activity
- B. use query activity to query \_ click and use contact data in journey.
- C. use contact designer
- D. use Journey data and not contact data

Correct Answer: A

To implement a campaign that sends multiple emails over three months, with conditional content based on link interaction:

A. Use journey with email activities and engagement split activity: This setup in Journey Builder allows for the sending of initial emails and then uses an engagement split based on whether the recipient clicked the link. If the link is clicked, the journey continues with emails about app features. If not, it reiterates the download email every three days using a wait activity and looping back to the same email until the link is clicked or the time period ends.