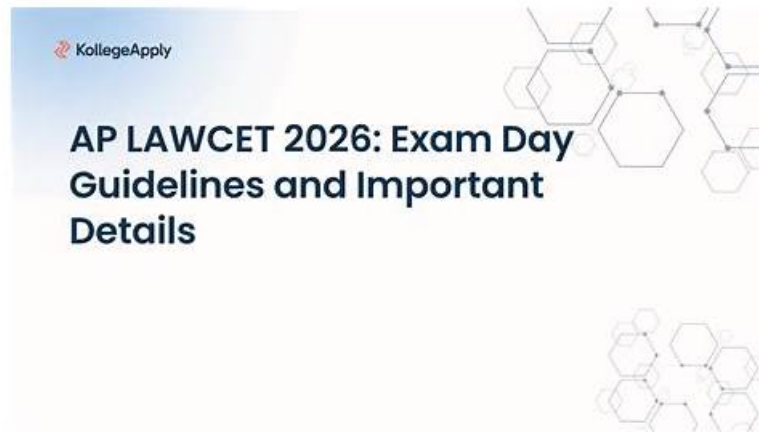


Here we listed some of the most important benefits in the AP-214 exam



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Salesforce AP-214 Exam Syllabus Topics:

Section	Objectives
	- Salesforce Marketing Cloud ecosystem components • 1. Email Studio, Journey Builder, Automation Studio overview • 2. Contact data model and Contact Builder fundamentals
Topic 1: Marketing Cloud Core Architecture	- Data management and integration • 1. API and system integrations • 2. Data Extensions and relational data design - Performance measurement • 1. Campaign analytics and reporting • 2. A/B testing and optimization strategies
Topic 2: Automation and Optimization	- Automation Studio workflows • 1. Import, query, and segmentation automation • 2. Scheduled vs event-driven automation - Multi-channel messaging • 1. Triggered and transactional messaging • 2. SMS and push notification integration concepts
Topic 3: Email and Messaging Execution	- Email Studio operations • 1. Send classification and deliverability rules • 2. Content creation and AMPscript basics

- Journey Builder configuration
 - 1. Entry sources and audience segmentation
 - 2. Decision splits and engagement logic

Topic 4: Cross-Channel Journey Design

- Customer lifecycle orchestration
 - 1. Personalization strategies across channels
 - 2. Multi-step journey optimization

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Salesforce Marketing Cloud Advanced Cross Channel Accredited Professional Sample Questions (Q49-Q54):

NEW QUESTION # 49

Which channel solution is managed by the sitemap in Interaction Studio?

- A. Serve-side
- **B. Web**
- C. Mobile
- D. Email

Answer: B

NEW QUESTION # 50

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

Answer: A

Explanation:

Inbox Messages:

- * Storage: Inbox messages are delivered to and stored within the app's inbox (a dedicated section within the app).
- * Persistence: They remain in the inbox until the user deletes them or the message expires.
- * Purpose: Suitable for messages that users might want to refer back to, like promotions, updates, or transactional information.

In-App Messages:

- * Display: In-app messages are displayed as pop-ups or notifications while the user is actively using the app.
- * Transience: They are typically displayed only once (or until dismissed) and are not stored for later viewing.
- * Purpose: Ideal for contextual messages, onboarding tips, or urgent alerts that require immediate attention.

Key Differences Summarized:

- * Storage: Inbox messages are stored; in-app messages are not.
- * Display: Inbox messages are viewed in the app's inbox; in-app messages are displayed as overlays during app use.
- * Persistence: Inbox messages persist; in-app messages are transient.

Why Other Options Are Incorrect:

- * B: The opposite is true. Inbox messages persist, while in-app messages are usually displayed only once.
- * C: Both inbox and in-app messages can be used on both iOS and Android platforms.

NEW QUESTION # 51

What happens when a paused journey is resumed?

- A. All contacts who were in Wait steps immediately proceed to the next activity
- **B. Users can choose whether or not to extend Wait durations by the length of time the journey was paused**
- C. Wait durations start over for each contact
- D. Wait durations are extended by the length of time the journey was paused

Answer: B

NEW QUESTION # 52

Events and journeys have a close relationship. When a contact takes action with a marketing message or system, Marketing Cloud creates an event instance with associated properties.

Which are three methods in which Entry Events initiate journeys in Journey Builder?

- **A. Changes to a contact's attributes**
- B. Status change through contact deletion operation
- **C. Data retention policies**
- **D. Contact actions in response to marketing messages**
- E. Data-modifications to a contact's profile information

Answer: A,C,D

NEW QUESTION # 53

To what types of objects can you do a quick send in distributed marketing. Select multiple

- **A. Contact.**
- B. Person account, (opportunities, Quick send message records)
- **C. Lead**

Answer: A,C

NEW QUESTION # 54

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Actual4dump is one of the leading platforms that has been helping Marketing Cloud Advanced Cross Channel Accredited Professional (AP-214) exam candidates for many years. Over this long time period we have helped Marketing Cloud Advanced Cross Channel Accredited Professional (AP-214) exam candidates in their preparation. They got help from Actual4dump Salesforce AP-214 Practice Questions and easily got success in the final Salesforce AP-214 certification exam. You can also trust Salesforce AP-214 exam dumps and start preparation with complete peace of mind and satisfaction.

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