

# AP-214 Exam Materials: Marketing Cloud Advanced Cross Channel Accredited Professional & AP-214 Study Guide Files



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## Mock AP-214 Exam - Salesforce Realistic Marketing Cloud Advanced Cross Channel Accredited Professional Latest Exam Papers

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## Salesforce Marketing Cloud Advanced Cross Channel Accredited Professional Sample Questions (Q82-Q87):

### NEW QUESTION # 82

Select features Einstein content selection, Select 2

- A. Uses open time email content
- B. Content selection based on business rules

**Answer: A,B**

Explanation:

Einstein Content Selection Key Features:

\* A. Uses open time email content: This is a core aspect of Einstein Content Selection. It selects and inserts content into emails at the time the subscriber opens the email, rather than at the time of send.

This allows for highly personalized and up-to-date content.

\* B. Content selection based on business rules: You can define business rules within Einstein Content Selection to control how content is selected. This includes things like:

\* Fallback Rules: Specifying default content to use if no personalized content is available.

\* Exclusion/Fatigue Rules: Preventing certain content from being shown too frequently or to specific segments.

\* Attribute Matching Rules: Matching content assets to subscriber profiles based on attributes (e.

g., showing women's clothing to subscribers identified as female).

Why A and B Are Correct:

\* Open-Time Personalization: Einstein Content Selection is designed for dynamic, open-time content personalization.

\* Business Rules Control: Business rules are essential for ensuring that Einstein Content Selection aligns with your marketing strategy and goals.

### NEW QUESTION # 83

On which social channel can users create ad audiences?

- A. Houzz
- B. Instagram
- C. Twitter (X)
- D. Tiktok

**Answer: B**

### NEW QUESTION # 84

What are two ways Real-time Interaction Management (RTIM) with Interaction Studio helps marketers to personalize the customer experience?

- A. Data Aggregation
- B. Data Storage
- C. Next Best Action
- D. Orchestration

**Answer: A,D**

### NEW QUESTION # 85

What is the primary function of Einstein Copy Insights?

- A. Recommend best copy for web content for blogs, articles, etc.
- B. Analyze the subject lines to uncover insights and optimize email engagement
- C. Drive higher Mobile App engagement through optimized Push message copy
- D. Give insight on Email message copy to understand which text is resonating with Contacts

**Answer: D**

### NEW QUESTION # 86

What happens when a paused journey is resumed?

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

**Answer: A**

## NEW QUESTION # 87

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