

2026 Updated Salesforce AP-214: Simulated Marketing Cloud Advanced Cross Channel Accredited Professional Test



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Salesforce Marketing Cloud Advanced Cross Channel Accredited Professional Sample Questions (Q67-Q72):

NEW QUESTION # 67

What is true about contact data and journey data.

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

Answer: B

NEW QUESTION # 68

What is the recommended maximum number of activities that should be on a single journey canvas?

- A. 0
- **B. 1**
- C. 2
- D. 3

Answer: B

NEW QUESTION # 69

How does Interaction Studio unify anonymous and known identities?

- **A. Interaction Studio monitors identifying information, then uses deterministic matching to determine if two or more profiles represent the same identity.**
- B. Interaction Studio uses probabilistic matching to determine if two or more profiles represent the same identity
- C. Interaction Studio uses third party software to match anonymous and known identities
- D. Interaction Studio synchronizes anonymous and known profiles once a day based on online traffic and data from offline sources

Answer: A

NEW QUESTION # 70

Which user role can be used to set up single sign-on in Social Studio?

- A. Environment Owner
- B. Full User
- **C. Super User**
- D. Editor

Answer: C

NEW QUESTION # 71

What can be recommended in Einstein web recommendations: select 3 (Home, Product; Category, Cart, Conversion Pages)

- **A. banner**
- **B. Content**
- **C. Product**

Answer: A,B,C

Explanation:

Einstein Web Recommendations Scope:

* Einstein Web Recommendations are designed to suggest relevant items to website visitors based on their behavior and your catalog data. These recommendations can be displayed in various places on your site, like the homepage, product pages, category pages, cart page, and even after a conversion.

What Can Be Recommended:

* A. Product: This is the most common type of recommendation. Einstein can suggest products that are similar to what the user is viewing, frequently bought together, or popular overall.

* B. Content: Einstein can also recommend content assets like blog posts, articles, videos, or white papers based on a user's browsing history and interests.

* C. Banner: While not a direct "recommendation" in the same way as products or content, Einstein can be used to personalize the banner displayed on a webpage. This involves selecting the most relevant banner from a set of options based on user data. This is typically handled by associating banners with assets in your catalog and then displaying them in recommendation display areas.

Why A, B, and C Are Correct:

* Flexibility: Einstein Web Recommendations are flexible and can be used to promote various types of assets.

* Personalization: The goal is to personalize the user experience by showing them relevant products, content, or even promotional banners.

NEW QUESTION # 72

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If you are mapping from a node of type 'decimal' to a node of type 'string', AP-214 for example, you can just do the mapping because anything that can be in a node of type 'decimal' can also be in a node of type 'string'.

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