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Salesforce Marketing-Cloud-Advanced-Cross-Channel Exam Syllabus Topics:

Topic	Details
Topic 1	Einstein for Marketing Cloud: The topic focuses on advanced understanding of Einstein capabilities, configurations, and differentiations. This tests proficiency of Salesforce Marketing Cloud Practitioners in using AI-powered tools to personalize and optimize Marketing Cloud initiatives.
Topic 2	Ad Studio: Ad Studio capabilities, such as audience targeting and integration with advertising platforms, are critical here. Salesforce Marketing Cloud Practitioners showcase the ability to align paid media efforts with Salesforce Marketing Cloud for optimized campaigns.

Topic 3	• Journey Orchestration: This section emphasizes best practices in customer journeys, leveraging reporting tools, and differentiating capabilities between Datorama and Google Analytics to evaluate comprehensive journey management expertise.
Topic 4	• Triggers: This area covers SOAP • REST API capabilities. Proficiency here reflects the ability of Salesforce Marketing Cloud Practitioners to integrate triggers that enable automated, dynamic interactions for seamless customer experiences.
Topic 5	• Social Studio: Social Studio functionality, configuration, and social customer service strategies are covered here. Demonstrating competence in managing social engagements will validate a practitioner's ability to support robust cross-channel strategies.

>> Marketing-Cloud-Advanced-Cross-Channel Exam Success <<

Top Study Tips to Pass Salesforce Marketing-Cloud-Advanced-Cross-Channel Exam

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Salesforce Marketing Cloud Advanced Cross Channel Sample Questions (Q62-Q67):

NEW QUESTION # 62

Which keywords does MobileConnect automatically recognize as STOP keywords?

- A. STOP, FINISH, END, UNSUB, LEAVE
- B. STOP, QUIT, CANCEL, END, UNSUBSCRIBE
- C. QUIT, END, OPTOUT, UNSUBSCRIBE, ENDSNOW
- D. LEAVE, GOAUVAV, END, UNSUB, NO

Answer: B

NEW QUESTION # 63

how many activities recommended in a journey canvas.(150-200)

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

Answer: B

NEW QUESTION # 64

Which two statements are true when using Journey Data and Contact Data within Journey Builder?

- A. Contact Data is a set of static values passed into the Journey for each contact
- B. Journey Data is dynamic data that retrieves the latest value upon decision split execution

- C. Contact Data is dynamic data that retrieves the latest value upon decision split execution
- D. Journey Data is a set of static values passed into the Journey for each contact

Answer: C,D

NEW QUESTION # 65

What is true about shared entry event.

- A. Data extension created by it can be modified.
- B. You can use filter for entry audience segregation.
- C. It cannot be modified.

Answer: B

Explanation:

In Salesforce Marketing Cloud, a Shared Entry Event allows for the use of a single entry event across multiple journeys. This feature supports the use of filters to segment the entry audience, enabling precise targeting based on specific criteria defined in the filter. This capability enhances flexibility and efficiency in managing multiple journeys that cater to different segments of your audience based on shared criteria.

NEW QUESTION # 66

What is true about Inbox message:

- A. It can open any public url also and not only cloud page
- B. Contact owns the message not the device.
- C. Alert+inbox consume 1 supermessage.
- D. Device owns the message not the contact.

Answer: A

Explanation:

In Salesforce Marketing Cloud, Inbox messages are versatile in their functionality. They are not limited to opening only Salesforce Cloud Pages but can also open any public URL. This feature extends the capability of marketing messages to integrate more broadly with various online resources, enhancing the interactivity and reach of campaigns directed through the mobile channel.

NEW QUESTION # 67

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