

# Exam Marketing-Cloud-Advanced-Cross-Channel Quick Prep | Dumps Marketing-Cloud-Advanced-Cross-Channel Questions



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

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>Interaction Studio: Mastering Interaction Studio capabilities ensures expertise in real-time personalization and customer interaction strategies, aligning marketing efforts with customer needs across all touchpoints.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 4	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 5	<ul style="list-style-type: none"><li>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.</li></ul>

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### Salesforce Marketing Cloud Advanced Cross Channel Sample Questions (Q30-Q35):

#### NEW QUESTION # 30

What two options are needed when configuring a decision split using Attribute-to-Attribute comparison?

- A. An expression builder references Journey Data and Contact Data.
- B. Non-nullable fields to be used for comparing your Journey Data and Contact Data fields
- C. Nullable fields to be used for comparing your Journey Data and Contact Data fields
- D. An expression builder references Journey Data and Journey Filtered : activities

**Answer: A,B**

#### NEW QUESTION # 31

Where would you add a topic profile

- A. Workspace settings
- B. Admin settings
- C. Social studio engage
- D. Social studio automate

**Answer: D**

Explanation:

Topic profiles in Social Studio are added through the Social Studio Automate. This feature allows users to monitor and automate responses based on specific topics of interest across different social media channels.

Admin settings and Workspace settings do not provide options to manage topic profiles directly.

#### NEW QUESTION # 32

What happens when a paused journey is resumed?

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

**Answer: C**

#### NEW QUESTION # 33

What two Journey types enable an administrator to efficiently create and track opens and clicks?

- A. Region Send
- B. Country Send

- C. Language Send
- **D. Transactional Send**
- **E. Single Send**

**Answer: D,E**

#### NEW QUESTION # 34

Where are Topic Profiles configured for use in Command Center?

- A. Social Studio Automate
- B. Command Center Admin
- C. Social Studio Engage
- **D. Social Studio Admin**

**Answer: D**

#### NEW QUESTION # 35

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