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

Topic	Details
Topic 1	• 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 2	• 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.
Topic 3	• 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 4	• 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 5	• Distributed Marketing: This topic focuses on features and sending options. Highlighting expertise in streamlining distributed campaigns showcases efficiency of Salesforce Marketing Cloud Practitioners in empowering localized marketing within a centralized platform.

Salesforce Marketing Cloud Advanced Cross Channel Sample Questions (Q14-Q19):

NEW QUESTION # 14
How much historical data is immediately available when a managed FB account is added to Social Studio?

- A. Thirty days
- B. One week
- C. Six Months
- D. One Year

Answer: A

NEW QUESTION # 15
What is prerequisite for email/web recommendations: select 2

- A. catalog
- B. collect tracking code

Answer: A,B

Explanation:
The prerequisites for using email/web recommendations in Salesforce Marketing Cloud involve two key components:
* A: Collect Tracking Code: This is essential as it gathers the necessary behavioral data from users' interactions with emails and websites. This data is critical for powering the recommendation engine.
* B: Catalog: A catalog of items (products or content) that can be recommended must be set up and maintained. This catalog serves as the database from which the recommendation engine selects items to suggest to different users.

NEW QUESTION # 16
Where would you add a topic profile

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

Answer: D

NEW QUESTION # 17

What is the prerequisite to create advertising studio audience:

- A. There is no prerequisite as all setup is done.
- B. Create advertising/business account on the required and network and setup the ad account integration in MC
- C. Set user opt in data.

Answer: B

Explanation:
To create an Advertising Studio audience, the prerequisite involves:
* A: Create advertising/business account on the required network and setup the ad account integration in Marketing Cloud. This step ensures that Salesforce Marketing Cloud can communicate and synchronize data with the advertising networks, such as Facebook, Google, or Twitter, allowing for the targeted advertising campaigns to be managed directly from the Marketing Cloud.

NEW QUESTION # 18

What is true about SMS keywords other than HELP and STOP?

- A. keywords in child business unit can be shared between other child business units
- B. keywords in parent business unit are automatically available to all child business units
- C. keywords in parent or child business unit are available only in that business unit
- D. keywords in parent business unit can be shared to any child business units

Answer: C

Explanation:
For SMS keywords in Salesforce Marketing Cloud, the rule is:
* C: Keywords in parent or child business unit are available only in that business unit. Keywords are unique to each business unit, meaning they do not automatically share across parent or child business units. This setup ensures that keyword management remains distinct and organized within the specific business unit where it was configured, avoiding conflicts or misuse across different parts of the organization.

NEW QUESTION # 19

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