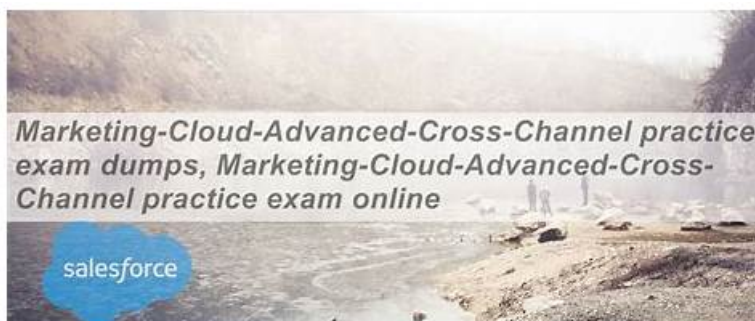


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## Salesforce Marketing-Cloud-Advanced-Cross-Channel Exam Syllabus Topics:

| Topic   | Details                                                                                                                                                                                                                                                                                                                                           |
|---------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Topic 1 | <ul style="list-style-type: none"><li>• Triggers: This area covers SOAP</li><li>• 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.</li></ul>                                         |
| Topic 2 | <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 3 | <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> |
| Topic 4 | <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>                                                                        |

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## Salesforce Marketing Cloud Advanced Cross Channel Sample Questions (Q53-Q58):

### NEW QUESTION # 53

How should an administrator update the "Do Not Track attribute" value after it has initially been set?

- **A. Use an API Call**
- B. Overwrite a subscriber's DoNotTrack settings with an import
- C. Log a support case
- D. Respond to the email with the subject line 'Begin Tracking'

**Answer: A**

### NEW QUESTION # 54

Where would you add a topic profile

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

**Answer: D**

### NEW QUESTION # 55

How often is the model refreshed for Einstein engagement frequency(uses 2Sday& data)-weekly

- A. monthly
- B. hourly
- C. daily
- **D. Biweekly**

**Answer: D**

### NEW QUESTION # 56

When are customers eligible to be send a message in STO(when customer will engage then its sent)

- A. immediately when the STO activity arrives
- B. Within the first minute of next hour.
- **C. with the next hour**
- D. At the hour user engages Within the next 24hours

**Answer: C**

Explanation:

For Send Time Optimization (STO) in Salesforce Marketing Cloud, the time a customer is predicted to engage with an email determines when they are sent the message. The email is dispatched within the next hour following the STO activity's processing, aligning the send time with anticipated engagement peaks based on historical data. This method ensures that messages are likely to be opened when customers are most active, optimizing engagement rates.

### NEW QUESTION # 57

When creating a Beacon message, what does the field 'Limit the total number of messages for mobile device to' control?

- A. The total number of times a mobile device can receive this message once every week
- **B. The total number of times a mobile device can receive this message during the active period**

- C. The total number of times a mobile device can receive this message once every 72 hours
- D. The total number of times a mobile device can receive this message once every 24 hours

**Answer: B**

## NEW QUESTION # 58

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