# Latest Marketing-Cloud-Advanced-Cross-Channel Test Simulator & Marketing-Cloud-Advanced-Cross-Channel Exam Questions



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Undoubtedly, passing the Salesforce Marketing-Cloud-Advanced-Cross-Channel certification exam is one big achievement. Regardless of how tough the Marketing-Cloud-Advanced-Cross-Channel exam is, it serves an important purpose of improving your skills and knowledge of a specific field. Once you become certified by Salesforce Marketing-Cloud-Advanced-Cross-Channel, a whole new career scope will open up to you.

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

| Topic | Details |
|-------|---------|
| Topic 1 | • 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 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 | • 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 | • 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. |
| Topic 5 | • 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 6 | • Mobile (SMS<br>• Push): This section evaluates expertise in MobileConnect, MobilePush, and GroupConnect, along with integration options like WhatsApp. Mastering mobile configuration and Mobile Studio functionalities will demonstrate cross-channel communication proficiency of Salesforce Marketing Cloud Practitioners. |
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## Salesforce Marketing Cloud Advanced Cross Channel Sample Questions (Q12-Q17):

**NEW QUESTION # 12**
What is the primary function of Einstein Copy Insights?

- A. Recommend best copy for web content for blogs, articles, etc.
- B. Give insight on Email message copy to understand which text is resonating with Contacts
- C. Drive higher Mobile App engagement through optimized Push message copy
- D. Analyze the subject lines to uncover insights and optimize email engagement

**Answer: B**

**NEW QUESTION # 13**
Difference between inbox message and in app message.

- A. Inbox messages can be used only in Ios whereas in app message can also be used in android
- B. Inbox message is displayed and stored in device in app message is displayed only 1 time
- C. Inbox message is displayed once but in app message is displayed repeatedly

**Answer: B**

**NEW QUESTION # 14**
What can be recommended in Einstein web recommendations: select 3 (Home, Product; Category, Cart, Conversion Pages)

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

**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 # 15

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

- A. Country Send
- B. Transactional Send
- C. Region Send
- D. Single Send
- E. Language Send

**Answer: B,D**

## NEW QUESTION # 16

To what types of objects can you do a quick send in distributed marketing, Select multiple

- A. Lead
- B. Contact.
- C. Person account, (opportunities, Quick send message records)

**Answer: A,B,C**

Explanation:

In Distributed Marketing, Quick Send can be used with the following types of objects:

* A: Lead: Allows sales representatives to quickly send marketing-approved emails directly to leads.

* B: Contact: Similar to leads, contacts can also receive personalized, immediate communications via Quick Send.

* C: Person Account: This includes personal account records, which can also be targeted for Quick Send actions, providing a seamless integration between marketing and sales efforts.

## NEW QUESTION # 17

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