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

Topic	Details

Topic 1	• 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 2	• 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.
Topic 3	• Mobile (SMS 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.
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.
Topic 6	• 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 7	• 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.

Salesforce Marketing Cloud Advanced Cross Channel Sample Questions (Q72-Q77):

NEW QUESTION # 72

What is true for behavioral triggers. Multiple select.

- A. need collect tracking code
- B. they cannot be modified
- C. need catalog data

Answer: A,C

Explanation:

Behavioral triggers in Salesforce Marketing Cloud are used to respond to specific customer behaviors by sending automated messages based on actions taken by users. For these triggers to function correctly, they:

* B. Need collect tracking code: This is necessary to track user behaviors on websites or in apps, which then inform the behavioral triggers.

* C. Need catalog data: This information is essential to personalize the messages based on the specific items or services that the customer interacted with, enabling more targeted and relevant communications.

NEW QUESTION # 73

What is true about contact data and journey data.

- A. Contact data is static and journey data is updated data
- B. Journey data is static and contact data is updated data.

Answer: B

NEW QUESTION # 74

Where can users set fatigue rules to limit the subscriber from receiving the same asset a predetermined amount of times?

- A. Einstein Engagement Frequency
- B. Einstein Scoring
- C. Einstein Copy Insights
- D. Einstein Content Selection

Answer: A

NEW QUESTION # 75

Benefit of IS(advanced real-time personalization across various channel, unified customer profile) ----

- A. Understand, decide act
- B. Listen, Understand , Act

Answer: B

NEW QUESTION # 76

Difference between inbox message and in app message.

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

Answer: A

Explanation:

The primary difference between inbox messages and in-app messages in mobile marketing involves how they are stored and displayed:

* A: Inbox message is displayed and stored in device, in-app message is displayed only 1 time. Inbox messages are saved within the app's message center or inbox and can be accessed multiple times. In contrast, in-app messages appear only once during the app usage session and are not stored for future viewing.

NEW QUESTION # 77

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