

Salesforce - Useful Marketing-Cloud-Advanced-Cross-Channel - Test Salesforce Marketing Cloud Advanced Cross Channel Simulator Online



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

Topic	Details
Topic 1	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 2	• 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 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.

Salesforce Marketing Cloud Advanced Cross Channel Sample Questions (Q27-Q32):

NEW QUESTION # 27

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

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

Answer: D

NEW QUESTION # 28

What is the fastest way to add a classification to a post?

- A. Macro
- B. Classification cannot be added to a post
- C. Add classification manually to each post.

Answer: A

Explanation:

Understanding Classifications and Macros:

Classifications: In Social Studio, classifications are tags or labels you apply to posts to categorize them (e.g., sentiment, product, campaign, etc.). They are essential for analysis and reporting.

Macros: Macros are pre-defined sets of actions that can be applied to posts with a single click. They automate repetitive tasks.

Why Macros are the Fastest:

Automation: Macros are designed for efficiency. You can create a macro that applies a specific classification (or a set of classifications) to a post automatically.

One-Click Application: Instead of manually selecting the classification from a dropdown menu for each post, you simply select the post(s) and apply the relevant macro.

How to Use Macros for Classifications:

Create a Macro: In Social Studio, go to "Admin" then find "Macros" under your workspace. Create a new macro and name it appropriately (e.g., "Classify as Positive Sentiment").

Define Macro Actions: Within the macro, add an action to "Set Classification." Choose the desired classification tag(s).

Apply the Macro: In Engage, select the post(s) you want to classify. From the action menu, choose your macro.

Why Other Options Are Incorrect:

B . Add classification manually to each post: While you can add classifications manually, it's time-consuming, especially when dealing with a large volume of posts.

C . Classification cannot be added to a post: This is incorrect. Classifications are a fundamental part of organizing and analyzing social data in Social Studio.

In Summary:

Macros provide the fastest way to add classifications to posts in Social Studio because they automate the process, allowing you to apply classifications with a single click.

Therefore, A. Macro is the correct answer.

NEW QUESTION # 29

What is true about Inbox message:

- A. It can open any public url also and not only cloud page
- B. Contact owns the message not the device.
- C. Device owns the message not the contact.
- D. Alert+inbox consume 1 supermessage.

Answer: C

NEW QUESTION # 30

What will you to send a real time email to a customer with a dynamic buy link when available stock goes below 50? Select 2.

- A. Email soap api
- B. Rest api
- C. Journey api
- D. Transactional messaging api.

Answer: B,D

NEW QUESTION # 31

3 possible reasons why a SMS message would fail to reach users mobile? (select 3 options)

- A. mobile is in another call
- B. out of cellular network coverage
- C. switched off
- D. Low battery
- E. SMS sent to landline number

Answer: B,C,E

NEW QUESTION # 32

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With the ever-increasing competition, people take Salesforce Marketing-Cloud-Advanced-Cross-Channel certification to exhibit their experience, skills, and abilities in a better way. Having Salesforce Marketing Cloud Advanced Cross Channel Marketing-Cloud-Advanced-Cross-Channel certificate shows that you have better exposure than others. So, Marketing-Cloud-Advanced-Cross-Channel Certification also gives you an advantage in the industry when employers seek candidates for job opportunities. However, preparing for the Salesforce Marketing-Cloud-Advanced-Cross-Channel exam can be a difficult and time-consuming process.

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