

Use Salesforce Marketing-Cloud-Advanced-Cross-Channel Exam Dumps To Ace Exam Quickly



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We provide updated and real Salesforce Marketing-Cloud-Advanced-Cross-Channel exam questions that are sufficient to clear the Salesforce Marketing Cloud Advanced Cross Channel (Marketing-Cloud-Advanced-Cross-Channel) exam in one go. The product of BraindumpQuiz is created by seasoned professionals and is frequently updated to reflect changes in the content of the Marketing-Cloud-Advanced-Cross-Channel Exam Questions.

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

Topic	Details
Topic 1	• 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 2	• 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 3	• 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 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	• 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 6	• 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 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.

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Salesforce Marketing Cloud Advanced Cross Channel Sample Questions (Q33-Q38):

NEW QUESTION # 33

Which three features are supported in MC Advertising Studio?

- A. LinkedIn company matching
- B. Tiktok user matching
- C. Myspace user matching
- D. Facebook advanced match
- E. LinkedIn user matching

Answer: A,D,E

NEW QUESTION # 34

You are using replace inbox message feature. But your audience has changed and some of the contacts who received the first message do not exist. What would happen?

- A. inbox message Is replaced for users who read the first message.
- B. Inbox message is replaced for existing usef's and deleted for users who do not exist.
- C. the inbox message is replaced for all user.
- D. the inbox message is replaced only for users who do not exist:

Answer: B

Explanation:

Using the replace inbox message feature in Salesforce Marketing Cloud, when your audience has changed and some of the contacts who received the first message no longer exist, the handling is as follows:

* D: Inbox message is replaced for existing users and deleted for users who do not exist. This ensures that only current, valid users receive the updated message, maintaining the relevance and accuracy of your marketing communications.

NEW QUESTION # 35

Which channel solution is managed by the sitemap in Interaction Studio?

- A. Web
- B. Mobile
- C. Email
- D. Serve-side

Answer: A

NEW QUESTION # 36

If a subscriber, who joined 2 weeks ago, clicks the main CTA (download mobile app), send the subscriber email content on the top five mobile app features. If not, send original email. 50K max daily audience. Series of 3 emails. Based on the scenario above, what is the best solution to automate this daily campaign?

- A. Use Journey Builder's (JB) Data Extension Entry Source and JB Email Activities
- B. Write a SQL query activity joining the sendable audience with the CLICK data view to identify who clicked the "Download Mobile App" link.
- C. Create a daily automation in Automation Studio that includes a single SQL query activity that populates a sendable data extension based on the campaign criteria (joined two weeks ago).
- D. Use Journey Builder Engagement Splits to identify who Clicked the "Download Mobile App" link.
- E. Use Automation Studio's (AS) Query Entry Source and AS Send Email Activities

Answer: A,C,D

NEW QUESTION # 37

What user permission is required to configure SSO in social studio.

- A. Super user
- B. limited user
- C. full user
- D. custom user

Answer: A

NEW QUESTION # 38

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