

Valid Braindumps Marketing-Cloud-Advanced-Cross-Channel Free - 100% Pass Quiz First-grade Standard Salesforce Marketing Cloud Advanced Cross Channel Answers



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

Topic	Details
Topic 1	• 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 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	• 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 4	• 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 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	• 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 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 (Q39-Q44):

NEW QUESTION # 39

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

Answer: A,D

NEW QUESTION # 40

On which social channel can users create ad audiences?

- A. Houzz
- B. Tiktok
- C. Instagram
- D. Twitter (X)

Answer: C

NEW QUESTION # 41

What are the functionalities of ad studio. Select multiple.

- A. LinkedIn Company match.
- B. linkedin user match.
- C. facebook advanced match.
- D. tiktok user match.Ez
- E. nyspace user match.

Answer: A,B,C

Explanation:

The functionalities of Advertising Studio in Salesforce Marketing Cloud include:

* A: Facebook Advanced Match: This feature allows users to match their customer data with Facebook user profiles to enhance the targeting of their ads.

* B: LinkedIn User Match: Similar to Facebook Advanced Match, this functionality enables users to match their data with individual LinkedIn users for targeted advertising.

* C: LinkedIn Company Match: This allows matching to LinkedIn company profiles, enabling targeted B2B advertising campaigns.

NEW QUESTION # 42

In which section can you define fatigue rules to restrict a user from being recommended same content multiple times

- A. Einstein Engagement Scoring: Predicts the likelihood of a subscriber engaging with emails (opening, clicking, unsubscribing). It doesn't directly control content selection or fatigue rules.
- B. Einstein copy insights
- C. Einstein engagement scoring
- **D. Einstein content selection**

Answer: D

Explanation:

* Understanding Content Fatigue:

Content fatigue occurs when subscribers receive the same or very similar content repeatedly, leading to decreased engagement or even unsubscribes.

* Einstein Content Selection and Fatigue Rules:

Einstein Content Selection is a feature that uses AI to personalize content for each subscriber at the time of send. It takes into account subscriber preferences, past behavior, and available content assets.

Fatigue Rules: Within Einstein Content Selection, you can define "fatigue rules" (also sometimes referred to as "exclusion rules").

These rules prevent the system from recommending the same content to a subscriber too frequently within a defined timeframe.

* Why Other Options Are Incorrect:

B: Einstein Copy Insights: Focuses on analyzing subject line performance and providing recommendations, not on managing content fatigue.

NEW QUESTION # 43

If an administrator put an email in a shared folder and did not set permissions, which business units would have full access to the email?

- A. Only the business unit where it was created will have access
- B. All business units will have access
- **C. Only the top level business unit will have access and permissions need be set here for sharing**
- D. Only the business unit(s) immediately below the top level account will have access

Answer: C

NEW QUESTION # 44

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