



Free Salesforce Marketing Cloud Advanced Cross Channel Accredited Professional (AP-214) Practice Questions

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Question 1

Question Type: MultipleChoice

What is prerequisite for email/web recommendations: select 2

Options:

A- collect tracking code

B- catalog

Answer:

A, B

Explanation:

Understanding Email/Web Recommendations:

Purpose: Recommendations (in email or on a website) use data about customer behavior and product information to suggest products or content that a customer is likely to be interested in.

Prerequisites:

A . Collect Tracking Code: This is crucial. The Collect Tracking Code is a JavaScript snippet that you place on your website. It tracks user behavior (page views, product views, purchases, etc.) and sends this data to Marketing Cloud. This behavioral data is essential for generating personalized recommendations.

B . Catalog: A catalog is a structured file (usually CSV or XML) that contains information about your products or content (e.g., product ID, name, description, price, image URL). The catalog is imported into Marketing Cloud and provides the inventory from which recommendations are drawn.

Why A and B Are Essential:

Data-Driven Recommendations: Recommendations rely on data. The Collect Tracking Code provides behavioral data, and the catalog provides product data.

Personalization: Without these data sources, recommendations would be generic and not personalized to individual customers.

Question 2

Question Type: MultipleChoice

What is true about Einstein engagement frequency (EEF). Select 3

Options:

- A- EEF uses only commercial send data not transactional
- B- The model uses data available only in your account
- C- Used to determine correct no of mails to be send so that there are less unsubscribes due to email fatigue. email fatigue.
- D- It uses last ISO days engagement data

Answer:

A, B, C

Explanation:

Understanding Einstein Engagement Frequency (EEF):

Purpose: EEF is a Marketing Cloud Einstein feature that helps optimize email send frequency for each subscriber. It aims to reduce unsubscribes and improve engagement by sending the right number of emails to each person.

How it Works: EEF analyzes historical engagement data (opens, clicks, etc.) to predict the optimal send frequency for each subscriber.

Correct Statements:

A . EEF uses only commercial send data not transactional: EEF focuses on optimizing marketing email frequency. Transactional emails (order confirmations, password resets) are typically triggered by specific events and are not part of EEF's optimization.

B . The model uses data available only in your account: EEF's predictions are based on the engagement data within your specific Marketing Cloud account. It doesn't use data from other accounts or external sources.

C . Used to determine the correct no of mails to be sent so that there are fewer unsubscribes due to email fatigue: This is the core purpose of EEF. It aims to find the 'sweet spot' for each subscriber -- enough emails to keep them engaged, but not so many that they unsubscribe due to email fatigue.

Incorrect Statement:

D . It uses the last 90 days of engagement data: EEF uses the last 28 days of engagement data,

not 90.

In Summary:

EEF uses your account's commercial email send data from the last 28 days to determine the optimal email frequency for each subscriber, reducing unsubscribes. A, B, and C are correct.

Question 3

Question Type: MultipleChoice

Which three factors are analyzed for each subject line by Einstein Copy Insights?

Options:

- A- Phrases that spark engagement
- B- Spelling Errors
- C- Improper punctuation
- D- Emotional tone
- E- Frequently used phrases

Answer:

A, D, E

Question 4

Question Type: MultipleChoice

What is true about shared entry event.

Options:

- A- It cannot be modified.
- B- Data extension created by it can be modified.
- C- You can use filter for entry audience segregation.

Answer:

C

Question 5

Question Type: MultipleChoice

What are three differences between the new MC Transactional Messaging API and previous MC triggered message API versions?

Options:

- A- Messages are sent as quickly as possible. For email, there is no more low, medium, or high priority.
- B- API runs on an updated messaging platform which improves scale and send speed
- C- Transactional messaging limits the number of API calls a minute.
- D- The software can track each message utilizing the Event Notification service.
- E- MC Transactional Messaging requires the selection of prioritization - low, medium or high priority.

Answer:

A, B, D

Question 6

Question Type: MultipleChoice

Where would you set a threshold limit in social studio

Options:

- A- enterprise admin settings
- B- workspace settings
- C- tab in engage
- D- column in engage

Answer:

B

Explanation:

Understanding Threshold Limits: In Social Studio, a threshold limit is a setting that determines how many mentions of specific keywords or topics you want to trigger an alert. This helps you manage the volume of social data and focus on the most important conversations.

Navigating Social Studio: Social Studio is organized around workspaces, which are collaborative spaces for teams to manage social media activities.

Workspace Settings as the Key: Workspace settings control how individual workspaces operate, including things like user roles, post approval workflows, and notification settings. It makes sense that thresholds related to monitoring are controlled at the workspace level.

Detailed Steps Within Workspace Settings:

Access Workspace Settings: In Social Studio, you navigate to 'Admin' and then find the specific workspace where you want to set the threshold. Within that workspace, you'll see a 'Workspace Settings' option.

Notification Settings: Within 'Workspace Settings,' you look for a section related to 'Notifications' or 'Alerts.' This is where you configure how and when you want to be notified about social media activity.

Threshold Configuration: Within the notification settings, you'll find options to set thresholds for different types of mentions. For example, you might set a threshold to receive an email alert if your brand name is mentioned more than 50 times in an hour.

Why Other Options Are Incorrect:

A . Enterprise Admin Settings: Enterprise admin settings control overall Social Studio account settings, user management, and integrations, but they don't manage workspace-specific notifications.

C . Tab in Engage: Engage tabs are used to view and interact with social media content. While you might see alerts based on a threshold in Engage, you don't set the threshold itself there.

D . Column in Engage: Engage columns are customizable views of social media content within a tab. They are used for monitoring and engagement, but not for setting threshold limits.

'Thresholds' in 'Admin' settings refer to the total count for mentions or posts in a topic profile, not the threshold limit for notifications for social listening.

In Summary:

Workspace settings in Social Studio are where you control the notification thresholds, making B. workspace settings the correct answer. You configure the criteria and frequency at which you want to receive alerts about specific social media mentions within the workspace settings.

Question 7

Question Type: MultipleChoice

What Einstein functionality makes predictions for email only?

Options:

- A- Einstein Scoring
- B- Einstein Copy Insights
- C- Einstein Engagement Frequency
- D- Send Time Optimization

Answer:

C

Question 8

Question Type: MultipleChoice

Which three statements are true of Einstein Messaging insights (EMI)?

Select 3 answers

Options:

- A- EMI detects how quickly the message was read
- B- EMI monitors the Open Rate, Click Rate, and Unsubscribe Rates of your email sends
- C- EMI detects anomalies and unexpectedly low or high values and generates insights
- D- EMI analyzes both batch and journey builder sends
- E- EMI pre-determines the percentage of subscribers that will unsubscribe

Answer:

C, D, E

Question 9

Question Type: MultipleChoice

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

Options:

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

Answer:

A, B, D

Question 10

Question Type: MultipleChoice

What two options are needed when configuring a decision split using Attribute-to-Attribute comparison?

Options:

- A- Non-nullable fields to be used for comparing your Journey Data and Contact Data fields
- B- Nullable fields to be used for comparing your Journey Data and Contact Data fields
- C- An expression builder references Journey Data and Journey Filtered : activities
- D- An expression builder references Journey Data and Contact Data.

Answer:

A, D

Question 11

Question Type: MultipleChoice

What is supported as a managed account in Social Studio?

Options:

- A- Amazon
- B- Yelp
- C- Reddit
- D- Google My Business

Answer:

D

Question 12

Question Type: MultipleChoice

Which two concepts are types of Journeys?

Choose 2 answers

Options:

- A- Promotional
- B- Single-send
- C- Multi-step
- D- Triggered

Answer:

B, D

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