



Free Questions for Marketing-Cloud-Advanced-Cross-Channel

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Question 1

Question Type: MultipleChoice

In beacon message, what does the field limit number of messages for a device' control?

Options:

- A- send only particular number of messages in 24 hours
- B- send only particular number of messages in a week
- C- send only particular number of messages in 72hrs
- D- send not more than particular number of messages in a active period.

Answer:

A

Explanation:

In the context of a beacon message, the field 'limit number of messages for a device' controls:

A: Send only a particular number of messages in 24 hours. This setting is used to cap the number of messages a single device receives within a 24-hour period, which is essential for avoiding message fatigue and ensuring compliance with best practices in mobile marketing.

Question 2

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

Explanation:

In Salesforce Marketing Cloud, a Shared Entry Event allows for the use of a single entry event across multiple journeys. This feature supports the use of filters to segment the entry audience, enabling precise targeting based on specific criteria defined in the filter. This capability enhances flexibility and efficiency in managing multiple journeys that cater to different segments of your audience based on shared criteria.

Question 3

Question Type: MultipleChoice

How are profiles merged In IS:

Options:

- A- Once a day
- B- Probabilistic matching
- C- Deterministic matching on matched identities

Answer:

C

Explanation:

In Salesforce Interaction Studio (IS), profiles are merged using deterministic matching on matched identities. This method relies on specific, identifiable information (like email addresses or user IDs) to accurately combine profiles. This ensures that the merged profile accurately reflects the customer's interactions and behaviors across different channels, providing a reliable basis for personalized engagement.

Question 4

Question Type: MultipleChoice

What is prerequisite for email/web recommendations: select 2

Options:

- A- collect tracking code
- B- catalog

Answer:

A, B



Explanation:

The prerequisites for using email/web recommendations in Salesforce Marketing Cloud involve two key components:

A: Collect Tracking Code: This is essential as it gathers the necessary behavioral data from users' interactions with emails and websites. This data is critical for powering the recommendation engine.

B: Catalog: A catalog of items (products or content) that can be recommended must be set up and maintained. This catalog serves as the database from which the recommendation engine selects items to suggest to different users.

Question 5

Question Type: MultipleChoice

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.

Options:

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

Answer:

B, C

Explanation:

To send a real-time email with a dynamic buy link when stock levels drop below 50, the most effective APIs to use are:

B: REST API: This API can be used to integrate real-time triggers from your stock management system to Salesforce Marketing Cloud. It allows you to send real-time communications based on stock changes.

C: Transactional Messaging API: Specifically designed for real-time, triggered messaging, this API is ideal for sending transactional emails that include dynamic content like a buy link based on immediate changes in data, such as inventory levels.

Question 6

Question Type: MultipleChoice

Where can you see ad details for facebook ad campaign. Both advertising campaigns and journey builder)

Options:

A- Journey builder

B- On the facebook ad channel

Answer:

B

Explanation:

To view ad details for a Facebook ad campaign managed through Salesforce Marketing Cloud, the most direct place to find comprehensive campaign information is:

B: On the Facebook ad channel. While journey builder integrates with Advertising Studio for triggers and automation, detailed performance metrics and management of ads are best handled directly within the platform where the ads are hosted, i.e., Facebook's own ad management tools.



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