

Salesforce.Marketing-Cloud-Advanced-Cross-Channel.v2024-10-09.q17

Exam Code:	Marketing-Cloud-Advanced-Cross-Channel
Exam Name:	Salesforce Marketing Cloud Advanced Cross Channel
Certification Provider:	Salesforce
Free Question Number:	17
Version:	v2024-10-09
# of views:	450
# of Questions views:	170
https://www.freepdfdumps.com/Salesforce.Marketing-Cloud-Advanced-Cross-Channel.v2024-10-09.q17.html	

NEW QUESTION: 1

What is true for behavioral triggers. Multiple select.

- A. need collect tracking code
- B. they cannot be modified
- C. need catalog data

Answer: (SHOW ANSWER)

NEW QUESTION: 2

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

- A. Journey builder
- B. On the facebook ad channel

Answer: A (LEAVE A REPLY)

NEW QUESTION: 3

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

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 4

How does social studio unify anonymous and known identities?

- A. social networking
- B. Deterministic matching

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 5

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

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

Answer: B,C,D ([LEAVE A REPLY](#))

NEW QUESTION: 6

Difference between inbox message and in app message.

- A. Inbox message is displayed and stored in device in app message is displayed only 1 time
- B. Inbox messages can be used only in ios whereas in app message can also be used in android
- C. Inbox message is displayed once but in app message is displayed repeatedly

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 7

What does Einstein copy Insight take into account, (Select 3 answer)

- A. engagement data
- B. emotional tone of subject line
- C. Frequently used phrases in subject line
- D. spelling and punctuation errors

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 8

How often is the model refreshed for Einstein engagement frequency(uses 2Sday& data)- weekly

- A. daily
- B. hourly
- C. Biweekly
- D. monthly

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 9

What data is there in mobile connect demographics, select3

- A. Email
- B. Region

- C. First name
- D. City
- E. channel

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 10

What can be recommended in Einstein web recommendations: select 3 (Home, Product; Category, Cart, Conversion Pages)

- A. banner
- B. Product
- C. Content

Answer: A,B,C ([LEAVE A REPLY](#))

NEW QUESTION: 11

Benefit of IS(advanced real-time personalization across various channel, unified customer profile) ----

- A. Listen, Understand , Act
- B. Understand, decide act

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 12

how many activities recommended in a journey canvas.(150-200)

- A. 300
- B. 10
- C. 50
- D. 100

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 13

What is true about contact data and journey data.

- A. Contact data is static and journey data is updated data
- B. Journey data is static and contact data is updated data.

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 14

What is true about Inbox message:

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

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 15

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

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

Answer: (SHOW ANSWER)

NEW QUESTION: 16

How are profiles merged In IS:

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

Answer: B (LEAVE A REPLY)

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NEW QUESTION: 17

send multiple emails over a period of 3 months with link to download mobile app. If link clicked then send app feature emails else same mails to download mobile app after every 3 days. How would you design this Multiple select?

- A. use contact designer
- B. use journey with email activities and enagement split activity
- C. use Journey data and not contact data
- D. use query activity to query _ click and use contact data in journey.

Answer: B,C (LEAVE A REPLY)

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