MARKETING-CLOUD-ADVANCED-CROSS-CHANNEL^{Q&As}

Salesforce Marketing Cloud Advanced Cross Channel

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QUESTION 1

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

Correct Answer: BDE

Several factors can cause an SMS message to fail in reaching a user\'s mobile phone. The three possible reasons include:

B. SMS sent to landline number: If an SMS is directed to a landline number, it will fail because landlines do not receive text messages. D. Out of cellular network coverage: If the recipient\'s mobile device is out of the range of a cellular network, it won\'t receive SMS messages until it returns to a covered area.

E. Low battery: If a mobile device\'s battery is too low or the phone is turned off due to low power, it may not receive SMS messages until it is recharged and turned back on.

QUESTION 2

In social studio how many columns are used in a engage tab (max 30 tabs in a engage, no limit for columns in each tab) and each column contains max 50 accounts)

A. 50

B. 100

C. 15

D. No limit

Correct Answer: D

In Salesforce\'s Social Studio, specifically within the Engage tab:

D. No limit: There is no limit to the number of columns that can be used in each Engage tab. This flexibility allows users to tailor their social media monitoring and engagement workspace to their specific needs, accommodating various accounts and types of interactions without a predefined cap on columns.

QUESTION 3

What is the prerequisite to create advertising studio audience:

A. Create advertising/business account on the required and network and setup the ad account integration in MC

B. Set user opt in data.

C. There is no prerequisite as all setup is done.

Correct Answer: A

To create an Advertising Studio audience, the prerequisite involves:

Create advertising/business account on the required network and setup the ad account integration in Marketing Cloud.
This step ensures that Salesforce Marketing Cloud can communicate and synchronize data with the advertising
networks,

such as Facebook, Google, or Twitter, allowing for the targeted advertising campaigns to be managed directly from the
Marketing Cloud.

QUESTION 4

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 message is displayed once but in app message is displayed repeatedly

C. Inbox messages can be used only in los whereas in app message can also be used in android

Correct Answer: A

The primary difference between inbox messages and in-app messages in mobile marketing involves how they are
stored and displayed:

Inbox message is displayed and stored in device, in-app message is displayed only 1 time. Inbox messages are saved
within the app\\'s message center or inbox and can be accessed multiple times. In contrast, in-app messages appear
only

once during the app usage session and are not stored for future viewing.

QUESTION 5

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. Journey api

B. Rest api

C. Transactional messaging api.

D. Email soap api

Correct Answer: BC

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

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 journey with email activities and enagagement split activity

B. use query activity to query _ click and use contact data in journey.

C. use contact designer

D. use Journey data and not contact data

Correct Answer: A

To implement a campaign that sends multiple emails over three months, with conditional content based on link interaction:

A. Use journey with email activities and engagement split activity: This setup in Journey Builder allows for the sending of initial emails and then uses an engagement split based on whether the recipient clicked the link. If the link is clicked, the journey continues with emails about app features. If not, it reiterates the download email every three days using a wait activity and looping back to the same email until the link is clicked or the time period ends.

QUESTION 7

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

Correct Answer: B

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.

QUESTION 8

What data is there in mobile connect demographics, select3

A. City

B. Region

C. Email

D. First name

E. channel

Correct Answer: ABD

In MobileConnect, demographic data can include a variety of information about the users. The types of data available include:

City: Information about the user\\'s city can be part of the demographic data collected.

Region: This includes broader geographic details such as state or province.

First Name: Personal information such as the user\\'s first name is also typically collected as part of demographic data.

QUESTION 9

What are the functionalities of ad studio. Select multiple.

A. facebook advanced match.

B. linkedin user match.

C. linkedin Company match.

D. tiktok user match.Ez

E. myspace user match.

Correct Answer: ABC

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.

QUESTION 10

How does real time interaction management (RTM) in IS help marketer to provide personalized content to user, Select

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multiple

A. Orchestration

B. Data aggregation

C. Unified customer profile

Correct Answer: ABC

Real-Time Interaction Management (RTIM) in Salesforce Interaction Studio (IS) enhances marketers\\' ability to deliver personalized content by:

Orchestration: Managing and coordinating customer interactions across various channels in real-time, ensuring consistent and contextually relevant communication.

Data aggregation: Collecting and synthesizing data from various sources to provide a comprehensive view of customer interactions, preferences, and behaviors.

Unified customer profile: Creating a single, cohesive profile for each customer by integrating data from multiple touchpoints and data sources, allowing for more targeted and personalized marketing strategies.

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