



**Free Questions for Marketing-Cloud-Advanced-Cross-Channel
by actualtestdumps**

Shared by Hatfield on 24-05-2024

For More Free Questions and Preparation Resources

Check the Links on Last Page

Question 1

Question Type: MultipleChoice

You are getting an error while trying to make an inbox message as inactive. What could be the possible reason.

Options:

- A- Some automation activity is using the inbox message
- B- The message is already scheduled/active
- C- The message has already been sent. (once started to send cannot mark as inactive)

Answer:

B

Explanation:

When attempting to make an inbox message inactive in Salesforce Marketing Cloud, a common issue arises if:

B . The message is already scheduled or active: If an inbox message is currently scheduled for sending or is active, it cannot be marked as inactive until it completes its schedule or is manually stopped. This ensures the integrity of scheduled or ongoing campaigns.

Question 2

Question Type: MultipleChoice

What is true for behavioral triggers. Multiple select.

Options:

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

Answer:

B, C

Explanation:

Behavioral triggers in Salesforce Marketing Cloud are used to respond to specific customer behaviors by sending automated messages based on actions taken by users. For these triggers to function correctly, they:

B . Need collect tracking code: This is necessary to track user behaviors on websites or in apps, which then inform the behavioral triggers.

C . Need catalog data: This information is essential to personalize the messages based on the specific items or services that the customer interacted with, enabling more targeted and relevant communications.

Question 3

Question Type: MultipleChoice

You are using replace inbox message feature. But your audience has changed and some of the contacts who received the first message do not exist. What would happen?

Options:

- A- the inbox message is replaced for all user.
- B- the inbox message is replaced only for users who do not exist:
- C- inbox message is replaced for users who read the first message.
- D- Inbox message is replaced for existing users and deleted for users who do not exist.

Answer:

D

Explanation:

Using the replace inbox message feature in Salesforce Marketing Cloud, when your audience has changed and some of the contacts who received the first message no longer exist, the handling is as follows:

D: Inbox message is replaced for existing users and deleted for users who do not exist. This ensures that only current, valid users receive the updated message, maintaining the relevance and accuracy of your marketing communications.

Question 4

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.

Question 5

Question Type: MultipleChoice

What are the functionalities of ad studio. Select multiple.

Options:

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

Question 6

Question Type: MultipleChoice

What is the prerequisite to create advertising studio audience:

Options:

- 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.

Answer:

A

Explanation:

To create an Advertising Studio audience, the prerequisite involves:

A: 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 7

Question Type: MultipleChoice

Decision split using contact data not working, myorders DE with 1 to many relationship configured in attribute group. What questions you need to ask to troubleshoot. Select multiple

Options:

- A-** Are u using attribute to attribute comparison.
- B-** Is there any spelling mistake in your contact attributes.
- C-** Are there any eligible matching orders for that particular contact

Answer:

A, B, C

Explanation:

For troubleshooting a decision split using contact data in Salesforce Marketing Cloud that isn't working, consider the following:

A . Are you using attribute to attribute comparison: This involves ensuring that comparisons in the decision split are correctly set between comparable data types and values.

B . Is there any spelling mistake in your contact attributes: Typos or incorrect field names in attribute definitions can prevent the decision split from correctly evaluating the data.

C . Are there any eligible matching orders for that particular contact: It's crucial to verify that there are relevant data records that meet the criteria set in the decision split. Lack of matching data can lead to unexpected outcomes in journey behavior.

Question 8

Question Type: MultipleChoice

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?

Options:

A- use journey with email activities and enagement 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

Answer:

A

Explanation:

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 9

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 10

Question Type: MultipleChoice

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

Options:

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

Answer:

B

Explanation:

In Salesforce Marketing Cloud, when designing a journey within Journey Builder, it's recommended to limit the number of activities in a single journey canvas to around 50. This number balances complexity and manageability, ensuring that the journey remains effective and performant without becoming too cumbersome to maintain or update.

Question 11

Question Type: MultipleChoice

What is true about contact data and journey data.

Options:

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

Answer:

A

Explanation:

The relationship between journey data and contact data is:

A: Journey data is static and contact data is updated data. Journey data refers to the data elements that were true at the time the contact entered the journey and do not change throughout the journey. In contrast, contact data is dynamic and can be updated outside the journey, reflecting the most current information available about the contact.

Question 12

Question Type: MultipleChoice

To what types of objects can you do a quick send in distributed marketing, Select multiple

Options:

A- Lead

B- Contact.

C- Person account, (opportunities, Quick send message records)

Answer:

A, B, C

Explanation:

In Distributed Marketing, Quick Send can be used with the following types of objects:

A: Lead: Allows sales representatives to quickly send marketing-approved emails directly to leads.

B: Contact: Similar to leads, contacts can also receive personalized, immediate communications via Quick Send.

C: Person Account: This includes personal account records, which can also be targeted for Quick Send actions, providing a seamless integration between marketing and sales efforts.

To Get Premium Files for Marketing-Cloud-Advanced-Cross-Channel Visit

<https://www.p2pexams.com/products/marketing-cloud-advanced-cross-channel>

For More Free Questions Visit

<https://www.p2pexams.com/salesforce/pdf/marketing-cloud-advanced-cross-channel>

