



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

Shared by Price on 06-05-2024

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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

When are customers eligible to be send a message in STO(when customer will engage then its sent)

Options:

- A- immediately when the STO activity arrives
- B- Within the first minute of next hour.
- C- with the next hour
- D- At the hour user engages Within the next 24hours

Answer:

C

Explanation:

For Send Time Optimization (STO) in Salesforce Marketing Cloud, the time a customer is predicted to engage with an email determines when they are sent the message. The email is dispatched within the next hour following the STO activity's processing, aligning the send time with anticipated engagement peaks based on historical data. This method ensures that messages

are likely to be opened when customers are most active, optimizing engagement rates.

Question 4

Question Type: MultipleChoice

Select features Einstein content selection, Select 2

Options:

- A- Uses open time email content
- B- Content selection based on business rules

Answer:

A, B

Explanation:

Einstein Content Selection features include:

A . Uses open time email content: This allows for dynamic content adjustments when an email is opened, ensuring the content is relevant at the exact moment of engagement.

B . Content selection based on business rules: This enables marketers to define specific rules that dictate content selection, ensuring alignment with business objectives and audience segmentation.

Question 5

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 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

How does social studio unify anonymous and known identities?

Options:

- A- Deterministic matching
- B- social networking

Answer:

A

Explanation:

Social Studio unifies anonymous and known identities primarily through deterministic matching. This technique uses definite, unique identifiers (like email addresses, usernames, or phone numbers) that are associated with social media profiles and other customer data sources. By matching these identifiers, Social Studio can merge and maintain a unified view of a customer's interactions across different platforms, effectively linking anonymous browsing data with known customer profiles. This process ensures that the insights derived from social interactions are accurately attributed to the correct individual, enhancing the relevance and personalization of marketing efforts.

Question 8

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.



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