



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

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Question 1

Question Type: MultipleChoice

How does Marketing cloud connect help when you want to trigger journey when a record is created in sales cloud contact, Select 2.

Options:

- A- Sales cloud entry audience in journey builder
- B- Use a api to trigger journey directly from ecom site and use email address as subscriber key.
- C- Use an api to create record in sales cloud directly from the ecom site
- D- Use synchronized de, query to a sendable DE and use automation studio schedule to inject contact every 15 mins

Answer:

A, D

Explanation:

When using Marketing Cloud Connect to trigger a journey when a record is created in Sales Cloud, you can utilize:

A: Sales Cloud entry audience in Journey Builder: This feature allows you to start a journey based on the creation of a record in Sales Cloud, making it an effective method for real-time engagement.

D: Use synchronized DE, query to a sendable DE and use Automation Studio schedule to inject contact every 15 mins: This method involves synchronizing data from Sales Cloud into a Data Extension (DE) in Marketing Cloud, querying this data into a sendable DE, and then using Automation Studio to schedule regular injections of new contacts into the journey.

Question 2

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 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

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

Options:

A- Understand, decide act

B- Listen, Understand , Act

Answer:

B

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 5

Question Type: MultipleChoice

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

Options:

A- Orchestration

B- Data aggregation

C- Unified customer profile

Answer:

A, B, C

Explanation:

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

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

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

C . 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.

Question 6

Question Type: MultipleChoice

What is true about Inbox message:

Options:

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

Answer:

A

Explanation:

In Salesforce Marketing Cloud, Inbox messages are versatile in their functionality. They are not limited to opening only Salesforce Cloud Pages but can also open any public URL. This feature extends the capability of marketing messages to integrate more broadly with various online resources, enhancing the interactivity and reach of campaigns directed through the mobile channel.

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