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

Salesforce Marketing Cloud Advanced Cross Channel

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QUESTION 1

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 Ios 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 2

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

A. Frequently used phrases in subject line

B. spelling and punctuation errors

C. emotional tone of subject line

D. engagement data

Correct Answer: ACD

Einstein Copy Insights in Salesforce Marketing Cloud uses natural language processing to analyze the effectiveness of email subject lines. It considers:

Frequently used phrases in subject lines: To identify trends and common phrases that resonate with audiences.

Emotional tone of subject lines: To gauge the emotional impact and appeal of the language used.

Engagement data: To correlate specific phrases or tones with higher engagement rates, thus providing insights into what works best in subject lines.

QUESTION 3

How does social studio unify anonymous and known identities?

A. Deterministic matching

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B. social networking

Correct Answer: A

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 4

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 5

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

A. Lead

B. Contact.

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

Correct Answer: ABC

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.

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