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

Salesforce Marketing Cloud Advanced Cross Channel

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QUESTION 1

What is true about shared entry event.

A. It cannot be modified.

B. Data extension created by it can be modified.

C. Yon can use filter for entry audience segregation.

Correct Answer: C

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 2

How does social studio unify anonymous and known identities?

A. Deterministic matching

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 3

How frequently does Einstein Engagement Scoring updates to email?

A. Email daily

B. Mobile Weekly

C. Model Monthly

Correct Answer: A

Einstein Engagement Scoring in Salesforce Marketing Cloud updates its models differently based on the channel:

Email daily: The scoring model for email engagement is updated daily. This frequency ensures that the model reflects the most recent interactions and behaviors of users, allowing marketers to dynamically adjust their strategies based on upto-date engagement data. The daily update cycle helps maintain the accuracy and relevance of the engagement

scores, ensuring that marketing efforts are effectively aligned with user engagement trends.

QUESTION 4

What is true about Einstein engagement frequency (EEF). Select 3

A. EEF uses only commercial send data not transactional

B. The model uses data available only in your account

C. Used to determine correct no of mails to be send so that there are less unsubscribes due to email fatigue. email fatigue.

D. It uses last ISO days engagement data

Correct Answer: ABC

Einstein Engagement Frequency (EEF) is a feature designed to optimize email engagement by determining the optimal frequency of emails to reduce unsubscribe rates due to email fatigue. It specifically uses data from:

A: Commercial send data, excluding transactional data.

B: Data available within your own account, ensuring the model is tailored to your specific audience and engagement patterns.

C: A strategy to help marketers send the right amount of emails, avoiding over- sending that leads to subscriber fatigue and potential unsubscribes. These insights help in crafting more effective email marketing strategies by understanding customer engagement and interaction patterns.

QUESTION 5

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