



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

Salesforce Marketing Cloud Advanced Cross Channel

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QUESTION 1

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

- 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

Correct Answer: ABC

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 2

What data is there in mobile connect demographics, select3

- A. City
- B. Region
- C. Email
- D. First name
- E. channel

Correct Answer: ABD

In MobileConnect, demographic data can include a variety of information about the users. The types of data available include:

City: Information about the user's city can be part of the demographic data collected.

Region: This includes broader geographic details such as state or province.

First Name: Personal information such as the user's first name is also typically collected as part of demographic data.



QUESTION 3

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

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

Correct Answer: B

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 4

In which section can you define fatigue rules to restrict a user from being recommended same content multiple times

- A. Einstein content selection
- B. Einstein copy insights
- C. Einstein engagement scoring

Correct Answer: A

In Salesforce Marketing Cloud, fatigue rules are set within Einstein Content Selection. These rules prevent overexposure of the same content to a user, enhancing content relevance and user experience by ensuring content variety across engagements.

QUESTION 5

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.

- A. Journey api
- B. Rest api
- C. Transactional messaging api.
- D. Email soap api

Correct Answer: BC

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.

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