



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

Salesforce Marketing Cloud Advanced Cross Channel

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QUESTION 1

What is true about Inbox message:

- 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.

Correct Answer: A

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.

QUESTION 2

What is prerequisite for email/web recommendations: select 2

- A. collect tracking code
- B. catalog

Correct Answer: AB

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 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

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

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

- 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

Correct Answer: C

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.

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