



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

Salesforce Marketing Cloud Advanced Cross Channel

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QUESTION 1

How does social studio unify anonymous and known identities?

A. Deterministic matching

Correct Answer: A

Social Studio unifies anonymous and known identities through:

Deterministic matching: This method relies on definite identifiers (such as email addresses or phone numbers) to merge anonymous user data with known customer profiles, ensuring that interactions across different platforms and sessions are linked to the correct individual.

QUESTION 2

How are profiles merged in IS:

A. Once a day

B. Probabilistic matching

C. Deterministic matching on matched identities

Correct Answer: C

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 3

Where would you add a topic profile

A. Social studio automate

B. Admin settings

C. Workspace settings

D. Social studio engage

Correct Answer: A

Topic profiles in Social Studio are added through the Social Studio Automate. This feature allows users to monitor and automate responses based on specific topics of interest across different social media channels. Admin settings and Workspace settings do not provide options to manage topic profiles directly.



QUESTION 4

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 5

What is true about shared entry event.

- A. It cannot be modified.
- B. Data extension created by it can be modified.
- C. You 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.

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