



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

Salesforce Marketing Cloud Advanced Cross Channel

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QUESTION 1

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 2

You are using replace inbox message feature. But your audience has changed and some of the contacts who received the first message do not exist. What would happen?

- A. the inbox message is replaced for all user.
- B. the inbox message is replaced only for users who do not exist:
- C. inbox message is replaced for users who read the first message.
- D. Inbox message is replaced for existing users and deleted for users who do not exist.

Correct Answer: D

Using the replace inbox message feature in Salesforce Marketing Cloud, when your audience has changed and some of the contacts who received the first message no longer exist, the handling is as follows:

D: Inbox message is replaced for existing users and deleted for users who do not exist. This ensures that only current, valid users receive the updated message, maintaining the relevance and accuracy of your marketing communications.

QUESTION 3

What is true about contact data and journey data.

- A. Journey data is static and contact data is updated data.
- B. Contact data is static and journey data is updated data

Correct Answer: A

The relationship between journey data and contact data is:



A: Journey data is static and contact data is updated data. Journey data refers to the data elements that were true at the time the contact entered the journey and do not change throughout the journey. In contrast, contact data is dynamic and can be updated outside the journey, reflecting the most current information available about the contact.

QUESTION 4

What is the prerequisite to create advertising studio audience:

- A. Create advertising/business account on the required and network and setup the ad account integration in MC
- B. Set user opt in data.
- C. There is no prerequisite as all setup is done.

Correct Answer: A

To create an Advertising Studio audience, the prerequisite involves:

Create advertising/business account on the required network and setup the ad account integration in Marketing Cloud. This step ensures that Salesforce Marketing Cloud can communicate and synchronize data with the advertising networks,

such as Facebook, Google, or Twitter, allowing for the targeted advertising campaigns to be managed directly from the Marketing Cloud.

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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