

Salesforce.Certified Cloud Advanced Cross Channel.by.Atom.25q

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**Exam Code: Certified Cloud Advanced Cross Channel**

**Exam Name: Salesforce Marketing Cloud Advanced Cross Channel**



## Exam A

### QUESTION 1

What does Einstein copy Insight take into account, Select 3(arul's answer a,b,c)

- A. Frequently used phrases in subject line
- B. spelling and punctuation errors
- C. emotional tone of subject line
- D. engagement data

**Correct Answer: A, C, D**

**Section:**

### QUESTION 2

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**

**Section:**

### QUESTION 3

Select features Einstein content selection, Select 2

- A. Uses open time email content
- B. Content selection based on business rules

**Correct Answer: A, B**

**Section:**

### QUESTION 4

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: D**

**Section:**

### QUESTION 5

What is prerequisite for email/web recommendations: select 2



- A. collect tracking code
- B. catalog

**Correct Answer: A, B**

**Section:**

#### QUESTION 6

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: A, C**

**Section:**

#### QUESTION 7

Benefit of IS(advanced real-time personalization across various channel, unified customer profile) ----

- A. Understand, decide act
- B. Listen, Understand , Act

**Correct Answer: B**

**Section:**

#### QUESTION 8

How are profiles merged In IS:

- A. Once a day
- B. Probabilistic matching
- C. Deterministic matching on matched identities

**Correct Answer: C**

**Section:**

#### QUESTION 9

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: B, C**

**Section:**

#### QUESTION 10



How does Marketing cloud connect help when you want to trigger journey when a record is created in sales cloud contact, Select 2.

- A. Sales cloud entry audience in journey builder
- B. Use a api to trigger journey directly from ecom site and use email address as subscriber key.
- C. Use an api to create record in sales cloud directly from the ecom site
- D. Use synchronized de, query to a sendable DE and use automation studio schedule to inject contact every 15 mins

**Correct Answer: A, D**

**Section:**

#### QUESTION 11

To what types of objects can you do a quick send in distributed marketing, Select multiple

- A. Lead
- B. Contact.
- C. Person account, (opportunities, Quick send message records)

**Correct Answer: A, B**

**Section:**

#### QUESTION 12

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**

**Section:**

#### QUESTION 13

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

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

**Correct Answer: C**

**Section:**

#### QUESTION 14

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**

**Section:**

**QUESTION 15**

What is true for behavioral triggers. Multiple select.

- A. they cannot be modified
- B. need collect tracking code
- C. need catalog data

**Correct Answer: B, C**

**Section:**

**QUESTION 16**

You are getting an error while trying to make an inbox message as inactive. What could be the possible reason.

- A. Some automation activity is using the inbox message
- B. The message is already scheduled/active
- C. The message has already been sent. (once started to send cannot mark as inactive)

**Correct Answer: C**

**Section:**

**QUESTION 17**

In social studio how many columns are used in a engage tab (max 30 tabs in a engage, no limit for columns in each tab) and each column contains max 50 accounts)

- A. 50
- B. 100
- C. 15
- D. No limit

**Correct Answer: D**

**Section:**

**QUESTION 18**

How does social studio unify anonymous and known identities?

- A. Deterministic matching

**Correct Answer: A**

**Section:**

**QUESTION 19**

3 possible reasons why a SMS message would fail to reach users mobile? (select 3 options)

- A. switched off
- B. SMS sent to landline number



- C. mobile is in another call
- D. out of cellular network coverage
- E. Low battery

**Correct Answer: A, B, D**

**Section:**

**QUESTION 20**

What is true about SMS keywords other than HELP and STOP?

- A. keywords in parent business unit are automatically available to all child business units
- B. keywords in child business unit can be shared between other child business units
- C. keywords in parent or child business unit are available only in that business unit
- D. keywords in parent business unit can be shared to any child business units

**Correct Answer: C**

**Section:**

**QUESTION 21**

In beacon message, what does the field limit number of messages for a device' control?

- A. send only particular number of messages in 24 hours
- B. send only particular number of messages in a week
- C. send only particular number of messages in 72hrs
- D. send not more than particular number of messages in a active period.

**Correct Answer: D**

**Section:**

**QUESTION 22**

Where to create topic profiles in command center?

- A. command center
- B. social automate
- C. social admin

**Correct Answer: C**

**Section:**

**QUESTION 23**

send multiple emails over a period of 3 months with link to download mobile app. If link clicked then send app feature emails else same mails to download mobile app after every 3 days. How would you design this Multiple select?

- A. use journey with email activities and engagement split activity
- B. use query activity to query \_ click and use contact data in journey.
- C. use contact designer
- D. use Journey data and not contact data



**Correct Answer: A, D**

**Section:**

**QUESTION 24**

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: A**

**Section:**

**QUESTION 25**

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**

**Section:**

