

Latest Advanced-Cross-Channel Actual Free Exam Updated 40 Questions [Q22-Q45]



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Online Questions - Valid Practice Advanced-Cross-Channel Exam Dumps Test Questions

QUESTION 22

Where can you see ad details for facebook ad campaign. Both advertising campaigns and journey builder)

- * Journey builder
- * On the facebook ad channel

QUESTION 23

What is true about Einstein engagement frequency (EEF). Select 3

- * EEF uses only commercial send data not transactional
- * The model uses data available only in your account
- * Used to determine correct no of mails to be send so that there are less unsubscribes due to email fatigue. email fatigue.
- * It uses last ISO days engagement data

QUESTION 24

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

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

QUESTION 25

What can be recommended in Einstein web recommendations: select 3 (Home, Product; Category, Cart, Conversion Pages)

- * Product
- * Content
- * banner

QUESTION 26

What is true about shared entry event.

- * It cannot be modified.
- * Data extension created by it can be modified.
- * You can use filter for entry audience segregation.

QUESTION 27

Difference between inbox message and in app message.

- * Inbox message is displayed and stored in device in app message is displayed only 1 time
- * Inbox message is displayed once but in app message is displayed repeatedly
- * Inbox messages can be used only in ios whereas in app message can also be used in android

QUESTION 28

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

- * Einstein content selection
- * Einstein copy insights
- * Einstein engagement scoring

QUESTION 29

What is true about Inbox message:

- * It can open any public url also and not only cloud page
- * Device owns the message not the contact.
- * Contact owns the message not the device.
- * Alert+inbox consume 1 supermessage.

QUESTION 30

How does social studio unify anonymous and known identities?

- * Deterministic matching

QUESTION 31

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

- * 10
- * 50
- * 100
- * 300

QUESTION 32

How frequently does Einstein Engagement Scoring updates to email?

- * Email daily
- * Mobile Weekly
- * Model Monthly

QUESTION 33

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

- * Lead
- * Contact.
- * Person account, (opportunities, Quick send message records)

QUESTION 34

28, What are the functionalities of ad studio. Select multiple.

- * facebook advanced match.
- * linkedin user match.
- * linkedin Company match.
- * tiktok user match.Ez
- * myspace user match.

QUESTION 35

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

- * Frequently used phrases in subject line
- * spelling and punctuation errors
- * emotional tone of subject line
- * engagement data

QUESTION 36

What is true about contact data and journey data.

- * Journey data is static and contact data is updated data.
- * Contact data is static and journey data is updated data

QUESTION 37

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

- * Understand, decide act
- * Listen, Understand , Act

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