

## Changing the Concept of Marketing-Cloud-Advanced-Cross-Channel Exam Preparation 2025 [Q26-Q46]



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**NO.26** Where would you add a topic profile

- \* Social studio automate
- \* Admin settings
- \* Workspace settings
- \* Social studio engage

Understanding Topic Profiles:

Topic profiles are the core of social listening in Social Studio. They define the keywords, social accounts, and other criteria used to capture relevant social media mentions.

Admin Settings as the Central Hub:

Admin settings in Social Studio are the central location for managing overall account configurations, user permissions, and,

importantly, topic profiles.

Detailed Steps:

**Access Admin Settings:** In Social Studio, you'll click on your profile avatar in the top right corner and then select **Admin**;

**Topic Profiles Section:** Within the Admin panel, you'll find a dedicated section for **Topic Profiles**;

**Create/Edit Topic Profiles:** This is where you can create new topic profiles or edit existing ones. You'll define keywords, include/exclude terms, specify languages, locations, media types, and link social accounts.

Why Other Options Are Incorrect:

**A . Social Studio Automate:** Social Studio Automate is used for automating actions based on rules (e.g., automatically routing posts to different teams, adding classifications). It's not where you create the foundation of social listening (topic profiles).

**C . Workspace Settings:** Workspace settings manage collaboration and workflow within a specific workspace. While you might use topic profiles within a workspace, you don't create them there.

**D . Social Studio Engage:** Engage is for viewing and interacting with social media content that has already been captured based on your topic profiles. You don't create topic profiles in Engage.

In Summary:

**NO.27** What is the fastest way to add a classification to a post?

- \* Macro
- \* Add classification manually to each post.
- \* Classification cannot be added to a post

The fastest way to add a classification to a post in Social Studio is by using Macros. Macros allow you to apply preset actions, including classifications, to posts quickly. This method is much more efficient than manually adding classifications to each post individually.

**NO.28** Where can users set fatigue rules to limit the subscriber from receiving the same asset a predetermined amount of times?

- \* Einstein Copy Insights
- \* Einstein Content Selection
- \* Einstein Scoring
- \* Einstein Engagement Frequency

**NO.29** 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

Einstein Engagement Frequency (EEF) is a feature designed to optimize email engagement by determining the optimal frequency of emails to reduce unsubscribe rates due to email fatigue. It specifically uses data from:

- \* A: Commercial send data, excluding transactional data.

\* **B:** Data available within your own account, ensuring the model is tailored to your specific audience and engagement patterns.

\* **C:** A strategy to help marketers send the right amount of emails, avoiding over-sending that leads to subscriber fatigue and potential unsubscribes.

These insights help in crafting more effective email marketing strategies by understanding customer engagement and interaction patterns.

**NO.30** In beacon message, what does the field limit number of messages for a device control?

- \* send only particular number of messages in 24 hours
- \* send only particular number of messages in a week
- \* send only particular number of messages in 72hrs
- \* send not more than particular number of messages in a active period.

**NO.31** What are three differences between the new MC Transactional Messaging API and previous MC triggered message API versions?

- \* Messages are sent as quickly as possible. For email, there is no more low, medium, or high priority.
- \* API runs on an updated messaging platform which improves scale and send speed
- \* Transactional messaging limits the number of API calls a minute.
- \* The software can track each message utilizing the Event Notification service.
- \* MC Transactional Messaging requires the selection of prioritization low, medium or high priority.

**NO.32** 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?

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

To implement a campaign that sends multiple emails over three months, with conditional content based on link interaction:

\* **A.** Use journey with email activities and engagement split activity: This setup in Journey Builder allows for the sending of initial emails and then uses an engagement split based on whether the recipient clicked the link. If the link is clicked, the journey continues with emails about app features. If not, it

\* reiterates the download email every three days using a wait activity and looping back to the same email until the link is clicked or the time period ends.

**NO.33** Which social network(s) support lead capture in Ad Studio?

- \* LinkedIn
- \* Instagram
- \* Facebook
- \* Twitter
- \* Google Adwords

**NO.34** 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

**NO.35** 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

When using Marketing Cloud Connect to trigger a journey when a record is created in Sales Cloud, you can utilize:

\* A: Sales Cloud entry audience in Journey Builder: This feature allows you to start a journey based on the creation of a record in Sales Cloud, making it an effective method for real-time engagement.

\* D: Use synchronized DE, query to a sendable DE and use Automation Studio schedule to inject contact every 15 mins: This method involves synchronizing data from Sales Cloud into a Data Extension (DE) in Marketing Cloud, querying this data into a sendable DE, and then using Automation Studio to schedule regular injections of new contacts into the journey.

**NO.36** Which three statements are true for MC Behavioral Triggers?

- \* Behavioral Triggers can be triggered from interactions with both Content and Products
- \* Behavioral Triggers are mandatory for Commerce Cloud integrations.
- \* Collect tracking code is necessary to use Behavioral Triggers
- \* Behavioral Triggers are not editable
- \* Behavioral Triggers require a catalog of assets

**NO.37** What data is there in mobile connect demographics, select3

- \* City
- \* Region
- \* Email
- \* First name
- \* channel

In MobileConnect, demographic data can include a variety of information about the users. The types of data available include:

- \* A: City: Information about the user's city can be part of the demographic data collected.
- \* B: Region: This includes broader geographic details such as state or province.
- \* D: First Name: Personal information such as the user's first name is also typically collected as part of demographic data.

**NO.38** 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

**NO.39** Which three features are supported in MC Advertising Studio?

- \* LinkedIn company matching
- \* Tiktok user matching
- \* Myspace user matching
- \* Facebook advanced match
- \* LinkedIn user matching

**NO.40** What two Journey types enable an administrator to efficiently create and track opens and clicks?

- \* Language Send
- \* Region Send
- \* Transactional Send
- \* Single Send
- \* Country Send

**NO.41** Which two concepts are types of Journeys?

Choose 2 answers

- \* Promotional
- \* Single-send
- \* Multi-step
- \* Triggered

**NO.42** What three reasons explain why an SMS message may fail to reach a mobile device?

- \* The mobile device is powered off
- \* The number used to send the SMS was a landline
- \* The user is out of range of cellular networks
- \* The user is currently on a call.
- \* The mobile device has a low battery.

**NO.43** 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.

- \* Journey api
- \* Rest api
- \* Transactional messaging api.
- \* Email soap api

**NO.44** How often are Einstein Engagement Scores updated?

- \* Every day
- \* Every day for mobile, every week for email.
- \* Every hour
- \* Every day for email, every week for mobile.

**NO.45** What three statements are true regarding Einstein Engagement Frequency (EEF)?

Choose 3 answers

- \* EEF analyzes 360 days of historical data to determine the right frequency of communication.
- \* EEF frequency analyzes 180 days of historical data to determine the right frequency of communication.
- \* EEF helps marketers determine the data number of emails to send to individual subscribers of an organization, reducing the unsubscribes that result from email fatigue.
- \* EEF uses only commercial send data. Transactional sends are not considered in modeling.
- \* Salesforce trains each customer's model using only that customer's data.

**NO.46** How frequently does Einstein Engagement Scoring updates to email?

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

### Salesforce Marketing-Cloud-Advanced-Cross-Channel Exam Syllabus Topics:

TopicDetailsTopic 1- Triggers: This area covers SOAP- REST API capabilities. Proficiency here reflects the ability of Salesforce Marketing Cloud Practitioners to integrate triggers that enable automated, dynamic interactions for seamless customer experiences.Topic 2- Mobile (SMS- Push): This section evaluates expertise in MobileConnect, MobilePush, and GroupConnect, along with integration options like WhatsApp. Mastering mobile configuration and Mobile Studio functionalities will demonstrate cross-channel communication proficiency of Salesforce Marketing Cloud Practitioners.Topic 3 - Interaction Studio: Mastering Interaction Studio capabilities ensures expertise in real-time personalization and customer interaction strategies, aligning marketing efforts with customer needs across all touchpoints.Topic 4- Journey Orchestration: This section emphasizes best practices in customer journeys, leveraging reporting tools, and differentiating capabilities between Datorama and Google Analytics to evaluate comprehensive journey management expertise.

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