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

Salesforce Marketing Cloud Advanced Cross Channel

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QUESTION 1

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

A. EEF uses only commercial send data not transactional

B. The model uses data available only in your account

C. Used to determine correct no of mails to be send so that there are less unsubscribes due to email fatigue. email fatigue.

D. It uses last ISO days engagement data

Correct Answer: ABC

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.

QUESTION 2

What does Einstein copy Insight take into account,(Select 3 answer)

A. Frequently used phrases in subject line

B. spelling and punctuation errors

C. emotional tone of subject line

D. engagement data

Correct Answer: ACD

Einstein Copy Insights in Salesforce Marketing Cloud uses natural language processing to analyze the effectiveness of email subject lines. It considers:

Frequently used phrases in subject lines: To identify trends and common phrases that resonate with audiences.

Emotional tone of subject lines: To gauge the emotional impact and appeal of the language used.

Engagement data: To correlate specific phrases or tones with higher engagement rates, thus providing insights into what works best in subject lines.

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QUESTION 3

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

In Salesforce Marketing Cloud, fatigue rules are set within Einstein Content Selection. These rules prevent overexposure of the same content to a user, enhancing content relevance and user experience by ensuring content variety across engagements.

QUESTION 4

How often is the model refreshed for Einstein engagement frequency(uses 2Sdayand data)- weekly

A. hourly

B. daily

C. monthly

D. Biweekly

Correct Answer: D

Einstein Engagement Frequency, part of Salesforce Marketing Cloud, analyzes user engagement to optimize message frequency. This model is refreshed biweekly, utilizing 90 days of historical data to provide frequency recommendations. This biweekly refresh cycle allows for the incorporation of recent user interactions and behaviors to maintain the relevance and effectiveness of the frequency recommendations.

QUESTION 5

How frequently does Einstein Engagement Scoring updates to email?

A. Email daily

B. Mobile Weekly

C. Model Monthly

Correct Answer: A

Einstein Engagement Scoring in Salesforce Marketing Cloud updates its models differently based on the channel:

Email daily: The scoring model for email engagement is updated daily. This frequency ensures that the model reflects the most recent interactions and behaviors of users, allowing marketers to dynamically adjust their strategies based on upto-date engagement data. The daily update cycle helps maintain the accuracy and relevance of the engagement scores, ensuring that marketing efforts are effectively aligned with user engagement trends.

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QUESTION 6

What user permission is required to configure SSO in social studio.

A. Super user

B. full user

C. custom user

D. limited user

Correct Answer: A

To configure Single Sign-On (SSO) in Social Studio, the user must have Super User permissions. This level of access allows the user to manage critical settings, including security configurations like SSO, ensuring that only authorized personnel can alter such essential settings.

QUESTION 7

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: AD

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.

QUESTION 8

How are profiles merged In IS:

A. Once a day

B. Probabilistic matching

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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 9

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 enagagement 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

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.

QUESTION 10

What data is there in mobile connect demographics, select3

A. City

B. Region

C. Email

D. First name

E. channel

Correct Answer: ABD

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

City: Information about the user\\'s city can be part of the demographic data collected.

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Region: This includes broader geographic details such as state or province.

First Name: Personal information such as the user\\'s first name is also typically collected as part of demographic data.

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