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Marketing Cloud Advanced Cross Channel Accredited Professional Exam

Salesforce Advanced-Cross-Channel

Version Demo

Total Demo Questions: 13

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Topic Break Down

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QUESTION NO: 1

What is true about shared entry event.

A. It cannot be modified.

B. Data extension created by it can be modified.

C. Yon can use filter for entry audience segregation.

ANSWER: C

Explanation:

Yon can use filter for entry audience segregation. is correct. A shared entry event lets multiple Journey Builder journeys use a common entry-event configuration while retaining the ability to control the population that enters an individual journey. Filters can be applied to define qualification criteria from the entry data, allowing a marketer to divide a broader audience into relevant groups for separate journeys. For example, journeys that share the same underlying source can apply different criteria based on attributes such as customer status, region, language, or product interest. This supports reusable entry-source design without forcing every journey to process precisely the same contacts. The filter is evaluated as part of the journey's entry processing, so only contacts that meet the configured conditions are admitted to that journey. This approach is useful when common data-management and event setup need to be centrally reused, but journey messaging or orchestration must remain audience-specific. Salesforce documents Journey Builder entry sources and their audience-selection capabilities in Journey Builder Entry Sources. For foundational guidance on configuring contacts and entry criteria in journeys, see the Journey Builder Basics Trailhead module.

QUESTION NO: 2

Which three features are supported in MC Advertising Studio?

A. LinkedIn company matching

B. Tiktok user matching

C. Myspace user matching

D. Facebook advanced match

E. Linkedin user matching

ANSWER: A D E

Explanation:

Marketing Cloud Advertising Studio supports activating Marketing Cloud audiences to supported advertising platforms and using their available matching capabilities to connect customer data with platform identities. **LinkedIn company matching** is supported through LinkedIn's account-based audience capability, enabling advertisers to match records to organizations and use those matched companies for account-focused advertising. **Linkedin user matching** is also supported, allowing customer data to be matched to LinkedIn member audiences for advertising activation. **Facebook advanced match** is supported for Facebook advertising use cases; advanced matching supplements audience matching by using additional customer identifiers in a privacy-conscious, hashed form where applicable. Together, these capabilities support both person-level activation and account-based advertising from Marketing Cloud data. Salesforce describes Advertising Studio as the Marketing Cloud capability for creating audiences and using them with advertising partners, including Facebook and LinkedIn. Review the Salesforce Trailhead Advertising Studio Basics module for the core workflow and partner-oriented audience activation model. For platform-specific context on company-based audience activation, see LinkedIn's Matched Audiences documentation, which describes company and contact targeting based on uploaded or integrated data.

QUESTION NO: 3

Which three types of recommendations are supported by Einstein Web Recommendations?

Choose 3 answers

A. Product

B. Content

C. Banner

D. Operating System

E. Brower

ANSWER: A B C

Explanation:

Einstein Web Recommendations supports recommendations for **Product**, **Content**, and **Banner** items. Product recommendations use shopper behavior and product-catalog data to select relevant commerce items, such as items viewed together, personalized products, or popular products. Content recommendations apply Einstein's behavioral and affinity-based decisioning to content assets, helping deliver articles, informational pages, or other relevant content experiences to an individual visitor. Banner recommendations enable personalized promotional or creative banner selection, so a web experience can dynamically surface the banner that is most relevant to a visitor and the configured campaign context. These recommendation types allow marketers to use one web-recommendation capability across commerce, editorial content, and promotional placements while using visitor activity to make the delivered experience more relevant. Salesforce describes Einstein capabilities for personalized engagement and recommendations in its Marketing Cloud documentation and learning materials. See Salesforce Help: Einstein in Marketing Cloud and Trailhead: Marketing Cloud Personalization and Einstein.

QUESTION NO: 4

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

ANSWER: A C D

Explanation:

Einstein Copy Insights uses historical email-content and performance signals to identify characteristics associated with stronger subscriber engagement. "Frequently used phrases in subject line" is included because the feature examines language patterns in prior sends, helping marketers understand which recurring words or phrases appear in successful subject lines. "Emotional tone of subject line" is also considered through sentiment-oriented analysis, allowing Copy Insights to surface how the tone of copy correlates with email performance. "Engagement data" is essential because Einstein needs outcome data from previous sends—such as how subscribers interact with emails—to identify meaningful relationships between copy characteristics and results. Together, these signals enable marketers to assess subject-line language in the context of actual audience behavior and use those insights when creating future campaigns. This is consistent with Salesforce's description of Einstein Copy Insights as a tool that analyzes email copy and engagement data to reveal content patterns and recommendations. Configuration, available metrics, and results can depend on the Marketing Cloud Engagement account's data and feature availability. See Salesforce Help's Einstein Copy Insights documentation and the Marketing Cloud Engagement Einstein documentation.

QUESTION NO: 5

If a subscriber, who joined 2 weeks ago, clicks the main CTA (download mobile app), send the subscriber email content on the top five mobile app features. If not, send original email. 50K max daily audience. Series

of 3 emails. Based on the scenario above, what is the best solution to automate this daily campaign?

A. Create a daily automation in Automation Studio that includes a single SQL query activity that populates a sendable data extension based on the campaign criteria (joined two weeks ago).

B. Use Journey Builder Engagement Splits to identify who Clicked the "Download Mobile App' link.

C. Use Journey Builder's (JB) Data Extension Entry Source and JB Email Activities

D. Write a SOL query activity joining the sendable audience with the CLICK data view to identify who clicked the "Download Mobile App" link.

E. Use Automation Studio's (AS) Query Entry Source and AS Send Email Activities

ANSWER: A B C

Explanation:

The appropriate solution combines a scheduled audience-selection process with a Journey Builder decision flow. “Create a daily automation in Automation Studio that includes a single SQL query activity that populates a sendable data extension based on the campaign criteria (joined two weeks ago).” creates a repeatable daily audience refresh and ensures that only subscribers meeting the two-week membership requirement are eligible for entry. The resulting sendable data extension provides a controlled, reusable audience for the campaign’s daily volume.

“Use Journey Builder's (JB) Data Extension Entry Source and JB Email Activities” then uses that refreshed audience to start the three-email series and deliver each message as part of a managed, automated customer journey. Journey Builder supports data-extension entry sources for this type of scheduled audience injection and email activities for the sends.

“Use Journey Builder Engagement Splits to identify who Clicked the "Download Mobile App' link.” is the correct mechanism for evaluating the subscriber’s interaction with the primary call to action after the relevant email is sent. The engagement split can route clickers to the mobile-app-features content and route non-clickers to the original follow-up content, maintaining the intended behavior-driven experience. Salesforce documents both data extension entry sources and engagement splits for Journey Builder.

QUESTION NO: 6

Where can users set fatigue rules to limit the subscriber from receiving the same asset a predetermined amount of times?

A. Einstein Copy Insights

B. Einstein Content Selection

C. Einstein Scoring

D. Einstein Engagement Frequency

ANSWER: B

Explanation:

Einstein Content Selection is the correct location because it uses rules to determine which content asset is most appropriate for each subscriber at send time, while also respecting constraints on repeated exposure. Its fatigue-rule capability lets marketers limit the number of times an individual subscriber can receive a particular asset within a defined period. This prevents a subscriber from repeatedly seeing the same offer, image, or content variation simply because it continues to score highly for that person. The rule is applied at the asset level, making it suitable when the business requirement is specifically to cap repetition of the same content rather than to manage the overall volume of messages sent to a contact. By combining selection criteria with fatigue controls, Einstein Content Selection can continue to personalize content while preserving a varied and less repetitive subscriber experience. Salesforce’s Trailhead material on the feature describes how Content Selection uses rules and AI-driven decisions to select content for each subscriber and supports controls that govern content presentation. See Salesforce Trailhead: Einstein Content Selection and Salesforce Help: Einstein Content Selection.

QUESTION NO: 7

Which two concepts are types of Journeys?

Choose 2 answers

A. Promotional

B. Single-send

C. Multi-step

D. Triggered

ANSWER: B C

Explanation:

Single-send and **Multi-step** are the two Journey Builder journey concepts. A single-send journey is intended for a one-time communication to an audience: marketers configure the audience and message, then schedule or send the communication without building an extended sequence of activities. A multi-step journey supports an orchestrated customer experience over time. It can use an entry source, decision splits, waits, messaging activities, updates, and other steps to guide contacts through a personalized path based on timing, attributes, and engagement. These two types help a marketer choose between delivering one discrete campaign message and designing an automated, evolving customer journey. Salesforce's Journey Builder guidance describes journeys as customer paths composed of activities and identifies the tools for creating both single-send and multi-step experiences. See Salesforce Help for Journey Builder and Trailhead's overview of creating customer journeys.

QUESTION NO: 8

What happens when a subscriber sends an opt-in keyword to a MobileConnect short code?

A. The subscriber is added to the subscription list associated with the keyword.

B. The subscriber is automatically added to every MobileConnect list.

C. The keyword creates a new contact record without a mobile number.

D. The subscriber is opted out of all SMS programs.

ANSWER: A

Explanation:

The subscriber is added to the subscription list associated with the keyword. is correct. In MobileConnect, a keyword can be configured with an opt-in response and associated subscription list. When a mobile subscriber sends that keyword to the configured short code or long code, MobileConnect processes the inbound message and adds the subscriber to the applicable list, subject to the configured program and compliance settings.

This allows organizations to capture consent through an SMS call to action, such as asking customers to text a campaign keyword to receive offers or updates. The keyword configuration can also control the confirmation message and any automated response sent after the opt-in is processed. See Trailhead: Define SMS Messages and Salesforce Help: MobileConnect.

QUESTION NO: 9

What is the difference between an in-app message and an inbox message?

A. An inbox message is plain text, whereas an in-app message can be populated by a CloudPage

B. An inbox message shows only one time to the user, where-as an in-app message keeps getting shown until its expiry date.

C. An inbox message only works on iOS, but in-app messages work on both iOS and Android

D. An inbox message is sent to an inbox that's part of user's mobile app, and stays in the user's inbox for a specified time, whereas an in-app message displays to the user only one time.

ANSWER: D

Explanation:

An inbox message is sent to an inbox that's part of user's mobile app, and stays in the user's inbox for a specified time, whereas an in-app message displays to the user only one time. MobilePush Inbox provides a persistent, app-native message center in which recipients can return to review messages that are still within their configured availability period. This is useful for content such as offers, announcements, and updates that a customer may want to revisit after initially receiving them. The mobile app retrieves and renders the inbox content through the Salesforce MobilePush SDK, including the message's read or unread state and its configured expiration behavior.

In contrast, an in-app message is an immediate, campaign-driven message presented while the customer is actively using the application. It is intended for a point-in-time interaction, such as drawing attention to a promotion or directing the customer to a screen or web destination. The fundamental distinction tested here is persistence: inbox messages remain accessible through the app's inbox for the configured duration, while an in-app message is displayed as an in-the-moment experience rather than stored as an inbox item. See Salesforce documentation on MobilePush Inbox and MobilePush in-app messages.

QUESTION NO: 10

What is the primary function of Einstein Copy Insights?

A. Give insight on Email message copy to understand which text is resonating with Contacts

B. Analyze the subject lines to uncover insights and optimize email engagement

C. Recommend best copy for web content for blogs, articles, etc.

D. Drive higher Mobile App engagement through optimized Push message copy

ANSWER: A

Explanation:

Einstein Copy Insights gives marketers insight into the email message copy that resonates with contacts. It applies Einstein analysis to the written content in email messages and identifies language patterns associated with stronger engagement, helping marketers understand which words, phrases, and copy characteristics are effective with their audience. These insights support evidence-based refinement of an email's body content rather than relying only on subjective copy review or broad campaign-level performance results. Marketers can use the findings while creating future messages to make email copy more relevant and engaging for the intended audience and to develop a clearer understanding of the content themes that perform well over time. This capability is part of Marketing Cloud Engagement's Einstein features for using engagement data to inform marketing decisions. Salesforce describes Copy Insights as a tool for understanding how email copy performs and for identifying the copy that drives engagement. See Salesforce's Einstein Copy Insights documentation and the Marketing Cloud Engagement Einstein overview for implementation and feature context.

QUESTION NO: 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)

ANSWER: A B

Explanation:

Quick Send in Distributed Marketing is designed for sending an approved marketing message to an individual Salesforce record directly from the CRM workflow. The supported recipient record types in this question are **Lead** and **Contact.** Adding the Quick Send capability to these record experiences allows business users, such as sales representatives, to select an approved message, supply any required personalization values, and send it to the individual represented by that lead or contact record. This supports a governed, marketer-approved approach while enabling users working in Salesforce to communicate in a timely and relevant way.

Before users can send these messages, an administrator must configure Distributed Marketing, make the appropriate messages available for Quick Send, and expose the related Quick Send functionality through the relevant Salesforce page layouts or Lightning record pages. The sender's access and the organization's consent and communication policies continue to apply, so Quick Send should be implemented as part of the organization's established data, permission, and approval model. Salesforce's Distributed Marketing learning content provides an overview of this use case and its CRM-based sending workflow: Distributed Marketing Basics. Additional Distributed Marketing product documentation is available from the Salesforce Help Center.

QUESTION NO: 12

What happens when a paused journey is resumed?

A. Wait durations are extended by the length of time the journey was paused

B. Users can choose whether or not to extend Wait durations by the length of time the journey was paused

C. All contacts who were in Wait steps immediately proceed to the next activity

D. Wait durations start over for each contact

ANSWER: A

Explanation:

When the journey is resumed, wait durations are extended by the amount of time the journey was paused. A paused Journey Builder journey suspends its processing, including the progression of contacts through activities. Consequently, the pause interval does not count toward a contact's configured wait time. For example, if a contact had six hours remaining in a wait activity when the journey was paused for two hours, the contact still has six hours remaining after resumption; its effective completion time shifts by those two paused hours. This behavior preserves the intended elapsed wait period rather than treating a period in which the journey was inactive as time spent waiting. It is important for scheduling and campaign coordination: marketers should account for the pause period when determining when downstream messages, decisions, updates, or other activities will occur. Salesforce's Journey Builder guidance describes pausing as stopping contact progression and resuming as continuing the journey's processing state. See Salesforce's Pause a Journey documentation and the Wait Activity reference for details on journey execution and waits.

QUESTION NO: 13

How are profiles merged In IS:

A. Once a day

B. Probabilistic matching

C. Deterministic matching on matched identities

ANSWER: C

Explanation:

In Interaction Studio, now called Marketing Cloud Personalization, profile merging is based on deterministic matching of identities that have been matched to the same individual. An identity is a known, persistent identifier supplied through the implementation, such as a customer ID, email address, or another configured identity namespace. When events or profile updates establish that identifiers belong to one customer, the platform can associate the relevant activity and attributes under a unified customer profile. This approach provides a predictable, auditable identity-resolution process: profiles are joined because a specific identity relationship is known, rather than because records merely appear statistically similar. A unified profile is essential for cross-channel personalization because it allows decisions, audiences, attributes, and engagement history to reflect the person across their recognized interactions. Salesforce's Personalization documentation describes how identity values are used to identify users and associate their activity with profiles, while the implementation guidance explains the role of user identity in event collection and profile recognition. See the Marketing Cloud Personalization developer documentation and the Marketing Cloud Personalization Basics module for additional context.