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NEW QUESTION: 1
Where can users set fatigue rules to limit the subscriber from receiving the same asset a predetermined amount of times?
A. Einstein Scoring
B. Einstein Copy Insights
C. Einstein Engagement Frequency
D. Einstein Content Selection
Answer: (SHOW ANSWER)

NEW QUESTION: 2
Which step must be completed before creating audiences with
Advertising Studio in order to send advertisements to Facebook,
Pinterest, Google or LinkedIn platforms?
A. Have subscribers opt-in.
B. Call the platform hotline to ask for permission to send advertisements.
C. First create and setup a business/advertising account with the audience platform
D. No steps are required since it is already configured in your Marketing Cloud account.
Answer: (SHOW ANSWER)

NEW QUESTION: 3
How does real time interaction management (RTM) in IS help marketer to provide personalized content to user, Select multiple
A. Data aggregation
B. Orchestration
C. Unified customer profile
Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 4

Difference between inbox message and in app message.

A. Inbox message is displayed and stored in device in app message is displayed only 1 time

B. Inbox message is displayed once but in app message is displayed repeatedly

C. Inbox messages can be used only in Ios whereas in app message can also be used in android

Answer: A (LEAVE A REPLY)

Inbox Messages:

* Storage: Inbox messages are delivered to and stored within the app's inbox (a dedicated section within the app).

* Persistence: They remain in the inbox until the user deletes them or the message expires.

* Purpose: Suitable for messages that users might want to refer back to, like promotions, updates, or transactional information.

In-App Messages:

* Display: In-app messages are displayed as pop-ups or notifications while the user is actively using the app.

* Transience: They are typically displayed only once (or until dismissed) and are not stored for later viewing.

* Purpose: Ideal for contextual messages, onboarding tips, or urgent alerts that require immediate attention.

Key Differences Summarized:

* Storage: Inbox messages are stored; in-app messages are not.

* Display: Inbox messages are viewed in the app's inbox; in-app messages are displayed as overlays during app use.

* Persistence: Inbox messages persist; in-app messages are transient.

Why Other Options Are Incorrect:

* B: The opposite is true. Inbox messages persist, while in-app messages are usually displayed only once.

* C: Both inbox and in-app messages can be used on both iOS and Android platforms.

NEW QUESTION: 5

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: (SHOW ANSWER)

* Understanding Einstein Copy Insights:

* Purpose:Einstein Copy Insights, a feature in Marketing Cloud, analyzes your subject lines to predict their performance and provide recommendations for improvement.
* Correct Statements:
* A. Frequently used phrases in subject line:Einstein Copy Insights identifies phrases that are commonly used in your subject lines and analyzes their historical performance. This helps you understand which phrases are effective and which might be overused.
* C. Emotional tone of subject line:The model assesses the emotional tone of your subject lines (e.
g., positive, negative, neutral) and correlates it with engagement rates. This helps you craft subject lines that resonate with your audience.
* D. Engagement data:This is fundamental to Einstein Copy Insights. The model analyzes historical engagement data (open rates, click-through rates) for your subject lines to identify patterns and make predictions.
* Incorrect Statement:
* B. Spelling and punctuation errors:While good spelling and punctuation are important for email deliverability and professionalism, Einstein Copy Insightsdoesn'tspecifically analyze or flag these errors. It focuses on the content and its impact on engagement.
In Summary:
Einstein Copy Insights analyzes frequently used phrases, the emotional tone of subject lines, and historical engagement data to predict subject line performance.A, C, and D are correct.

NEW QUESTION: 6
Which social network(s) support lead capture in Ad Studio?
A. Google Adwords
B. Facebook
C. Twitter
D. Linkedin 2%
E. Instagram
Answer: B (LEAVE A REPLY)

NEW QUESTION: 7
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. Are there any eligible matching orders for that particular contact
C. Is there any spelling mistake in your contact attributes.
Answer: (SHOW ANSWER)

NEW QUESTION: 8

How dots social studio unify anonymous and known identities?
Answer:
Deterministic matching

NEW QUESTION: 9
Which three statements are true for MC Behavioral Triggers?
A. Behavioral Triggers require a catalog of assets
B. Behavioral Triggers are not editable
C. Behavioral Triggers can be triggered from interactions with both Content and Products
D. Behavioral Triggers are mandatory for Commerce Cloud integrations.
E. Collect tracking code is necessary to use Behavioral Triggers
Answer: A,C,E (LEAVE A REPLY)

NEW QUESTION: 10
What are two ways Real-time Interaction Management (RTIM) with Interaction Studio helps marketers to personalize the customer experience?
A. Orchestration
B. Next Best Action
C. Data Aggregation
D. Data Storage
Answer: (SHOW ANSWER)

NEW QUESTION: 11
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 parent or child business unit are available only in that business unit
C. keywords in parent business unit can be shared to any child business units
D. keywords in child business unit can be shared between other child business units
Answer: B (LEAVE A REPLY)

NEW QUESTION: 12
What is true about shared entry event.
A. Yon can use filter for entry audience segregation.
B. Data extension created by it can be modified.
C. It cannot be modified.
Answer: A (LEAVE A REPLY)

NEW QUESTION: 13
How much historical data is immediately available when a managed FB account is added to Social Studio?
A. One Year

B. Six Months
C. Thirty days
D. One week
Answer: C (LEAVE A REPLY)

NEW QUESTION: 14
how many activities recommended in a journey canvas.(150-200)
A. 50
B. 100
C. 10
D. 300
Answer: B (LEAVE A REPLY)

NEW QUESTION: 15
What does Priority in an in App message determine?
A. Where on the screen (top, middle, bottom) the in-app message should appear
B. If the priority is set to 1, then the user's device will vibrate to let them know
C. Which message shows first when the user opens the app, when multiple-inapp messages are present on the user's device
D. Which message shows first in the lock-screen or notification tray, when the user receives multiple push notifications to their device
Answer: C (LEAVE A REPLY)

NEW QUESTION: 16
What is the fastest method of adding web analytics tags to all posts created in Social Studio Publish?
A. Workspace Shared Notes
B. Publish Macros
C. Post Approvals
D. Individually
Answer: B (LEAVE A REPLY)

NEW QUESTION: 17

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

A. Listen, Understand , Act

B. Understand, decide act

Answer: (SHOW ANSWER)

NEW QUESTION: 18

What three reasons explain why an SMS message may fail to reach a mobile device?

A. The user is currently on a call.

B. The mobile device has a low battery.

C. The mobile device is powered off

D. The number used to send the SMS was a landline

E. The user is out of range of cellular networks

Answer: C,D,E (LEAVE A REPLY)

NEW QUESTION: 19

Events and journeys have a close relationship. When a contact takes action with a marketing message or system, Marketing Cloud creates an event instance with associated properties.

Which are three methods in which Entry Events initiate journeys in Journey Builder?

A. Status change through contact deletion operation

B. Data retention policies

C. Changes to a contact's attributes

D. Data-modifications to a contact's profile information

E. Contact actions in response to marketing messages

Answer: (SHOW ANSWER)

NEW QUESTION: 20

An administrator needs bankers to see banking-specific Distributed Marketing content and advisors to see advisor-specific Distributed Marketing content. Which two ways can an administrator meet these requirements?

A. Role Hierarchy

B. Financial Hierarchy

C. Industry Rules

D. Sharing Rules

Answer: A,D (LEAVE A REPLY)

* Understanding the Problem:

* We have two distinct user groups (bankers and advisors) within Distributed Marketing (a part of Marketing Cloud).
* Each group needs to access different sets of marketing content.
* We need to leverage Salesforce's security and sharing model to control this content visibility.
* Why Role Hierarchy (A) is a suitable solution:
* What it is: The Role Hierarchy in Salesforce defines the organizational structure and data visibility based on user roles. Users at higher levels in the hierarchy can typically see data owned by or shared with users below them.
* How it helps: We can create a role hierarchy that reflects the relationship between bankers and advisors. For instance:
* Chief Banking Officer (Top Level)
* Regional Banking Manager
* Banker (Lowest Level for Bankers)
* Chief Advisory Officer (Top level on advisor side)
* Regional Advisory Manager
* Advisor (Lowest level for Advisors)
* Content association: Marketing content can be associated with specific roles. If banking content is associated with the "Banker" role or roles above it, then only users in those roles will see it.
Similarly, advisor content can be associated with the "Advisor" role.
* Default visibility: Users in the "Banker" role and above will not be able to see the content assigned to the "Advisor" role by default.
* Why Sharing Rules (D) is also a suitable solution:
* What it is: Sharing Rules allow you to extend record visibility beyond what's granted by the role hierarchy and organization-wide defaults. They let you share records with specific groups of users based on various criteria.
* How it helps: We can create sharing rules to share:
* Banking-specific content with a public group that contains all "Banker" users.
* Advisor-specific content with a public group that contains all "Advisor" users.
* Granular Control: Sharing rules offer flexibility. We can create owner-based sharing rules (share content based on the content owner's role) or criteria-based sharing rules (share content based on content properties, like a "Content Type" field set to "Banking" or "Advisory").
* Why other options are not ideal:
* B. Financial Hierarchy: There's no standard "Financial Hierarchy" concept within Salesforce's core data model or Distributed Marketing that directly maps to controlling content visibility in this way.
* C. Industry Rules: While Salesforce might have industry-specific solutions or AppExchange apps that use the term "Industry Rules," there's no native "Industry Rules" feature specifically designed to control Distributed Marketing content access.

Implementation Steps Using Role Hierarchy and Sharing Rules:
* Define Roles:
* Go to Setup > Users > Roles.
* Create roles like "Banker" and "Advisor" under appropriate parent roles in your hierarchy.
* Create Public Groups:
* Go to Setup > Users > Public Groups.
* Create a "Bankers" group and add all users with the "Banker" role (and any other relevant roles, like a manager who needs to see the content).
* Create an "Advisors" group similarly.
* Set up Distributed Marketing Content:
* In Marketing Cloud, when setting up Distributed Marketing, associate content with relevant roles.
For example, mark banking-related content as visible to the "Banker" role and above.
* Create Sharing Rules (if needed, or for more refined control):
* Go to Setup > Security > Sharing Settings.
* Under a relevant object (e.g., a custom object that holds your content), create a sharing rule.
* Rule Type: Choose either owner-based (if content ownership determines access) or criteria- based (if content fields determine access).
* Share with: Select the "Bankers" public group for banking content and the "Advisors" group for advisor content.
* Access Level: Choose the appropriate access level (e.g., "Read Only").
In Summary:
By leveraging a combination of Role Hierarchy to establish baseline visibility and Sharing Rules to grant additional access as needed, the administrator can ensure that bankers see only banking-specific content and advisors see only advisor-specific content within Distributed Marketing.

NEW QUESTION: 21
What is the primary function of Einstein Copy Insights?
A. Recommend best copy for web content for blogs, articles, etc.
B. Analyze the subject lines to uncover insights and optimize email engagement
C. Drive higher Mobile App engagement through optimized Push message copy
D. Give insight on Email message copy to understand which text is resonating with Contacts
Answer: (SHOW ANSWER)

NEW QUESTION: 22
How often are Einstein Engagement Scores updated?
A. Every day
B. Every hour

C. Every day for email, every week for mobile.
D. Every day for mobile, every week for email.
Answer: (SHOW ANSWER)

NEW QUESTION: 23
To what types of objects can you do a quick send in distributed marketing, Select multiple
A. Lead
B. Person account, (opportunities, Quick send message records)
C. Contact.
Answer: (SHOW ANSWER)

NEW QUESTION: 24
Which three factors are analyzed for each subject line by Einstein Copy Insights?
A. Spelling Errors
B. Phrases that spark engagement
C. Improper punctuation
D. Frequently used phrases
E. Emotional tone
Answer: B,D,E (LEAVE A REPLY)

NEW QUESTION: 25
What are three differences between the new MC Transactional Messaging API and previous MC triggered message API versions?
A. API runs on an updated messaging platform which improves scale and send speed
B. MC Transactional Messaging requires the selection of prioritization - low, medium or high priority.
C. Transactional messaging limits the number of API calls a minute.
D. Messages are sent as quickly as possible. For email, there is no more low, medium, or high priority.
E. The software can track each message utilizing the Event Notification service.
Answer: A,D,E (LEAVE A REPLY)

NEW QUESTION: 26
How frequently does Einstein Engagement Scoring updates to email?
A. Mobile Weekly
B. Email daily
C. Model Monthly
Answer: A (LEAVE A REPLY)

NEW QUESTION: 27

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

A. On the facebook ad channel

B. Journey builder

Answer: B (LEAVE A REPLY)

NEW QUESTION: 28

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

Answer: (SHOW ANSWER)

Understanding Send Time Optimization (STO):

* Purpose: STO is a Marketing Cloud feature that uses AI to determine the optimal time to send an email to each individual subscriber, maximizing the likelihood of engagement.

* How it Works: STO analyzes a subscriber's historical engagement data (when they typically open and click emails) to predict the best send time within a 24-hour window.

STO Send Time Logic:

* Prediction Window: STO predicts the hour within the next 24 hours when a subscriber is most likely to engage.

* Send at Predicted Hour: The email is sent during that predicted hour.

* It's not immediate: STO doesn't send emails immediately upon entering the activity. It waits for the predicted optimal hour.

* It's not within the first minute of the next hour: STO determines a specific hour, not just the start of the next hour.

* It's not necessarily within the next hour: The predicted hour could be several hours away, depending on the subscriber's engagement history.

NEW QUESTION: 29

How does Send Time Optimization (STO) help marketers optimize their marketing campaigns?

Answer:

STO predicts the best time to send a message for each contact through Journey Builder STO uses all commercial and transactional send data to determine trends in message engagement and optimize sends STO analyzes the best time to send a scheduled batch send from Email Studio based on the content in the email STO can help send SMS messages at the time individuals are most likely to engage with the message A

NEW QUESTION: 30

What is true for behavioral triggers. Multiple select.
A. need catalog data
B. need collect tracking code
C. they cannot be modified
Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 31
Where would you add a topic profile
A. Social studio automate
B. Admin settings
C. Workspace settings
D. Social studio engage
Answer: (SHOW ANSWER)
* 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:
Topic profiles, the foundation of social listening in Social Studio, are created and managed withinB. Admin settings.

NEW QUESTION: 32
What happens when a paused journey is resumed?
A. Wait durations are extended by the length of time the journey was paused
B. Wait durations start over for each contact
C. Users can choose whether or not to extend Wait durations by the length of time the journey was paused
D. All contacts who were in Wait steps immediately proceed to the next activity
Answer: A (LEAVE A REPLY)

NEW QUESTION: 33
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. Transactional messaging api.
B. Journey api
C. Rest api
D. Email soap api
Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 34
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 data and not contact data
B. use query activity to query _ click and use contact data in journey.
C. use journey with email activities and enagagement split activity
D. use contact designer
Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 35

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 synchronized de, query to a sendable DE and use automation studio schedule to inject contact every 15 mins

C. Use a api to trigger journey directly from ecom site and use email address as subscriber key.

D. Use an api to create record in sales cloud directly from the ecom site

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 36

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. 100

B. 50

C. 15

D. No limit

Answer: (SHOW ANSWER)