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Salesforce Marketing Cloud Advanced Cross Channel Exam

Salesforce Marketing-Cloud-Advanced-Cross-Channel

Version Demo

Total Demo Questions: 5

Total Premium Questions: 59

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Topic Break Down

Topic	No. of Questions
Topic 1, Discovery and Architecture	5
Topic 2, Data Management	6
Topic 3, Content Management	7
Topic 4, Journey Orchestration	23
Topic 5, Journey Optimization	18
Total	59

QUESTION NO: 1

A marketer wants to reduce sends to subscribers who are likely to disengage from promotional email. Which two statements describe Einstein Engagement Scoring? Select 2.

- A. It predicts likelihood to open, click, and unsubscribe
- B. Its email scores are refreshed daily
- C. It determines the best time to send a mobile push notification
- D. It automatically sends an email when a subscriber's score changes
- E. It evaluates only transactional email engagement

ANSWER: A B

Explanation:

It predicts likelihood to open, click, and unsubscribe and **its email scores are refreshed daily** are correct. Einstein Engagement Scoring uses available email engagement and profile data to provide predictions that marketers can use for targeting, suppression, and campaign strategy.

Einstein Engagement Scoring is an email-engagement capability, not a mobile push scoring model. It does not send messages automatically; marketers must use the available scores in their audiences, journeys, or campaign decisions.

QUESTION NO: 2

A MobileConnect campaign has been activated, but several intended recipients do not receive the outbound SMS message. Which two checks should be made first? Select 2.

- A. Verify that each recipient has opted in to the subscription used by the message.
- B. Verify that each recipient has a valid mobile number with the applicable country code.
- C. Verify that each recipient has a populated email address.
- D. Verify that the Contact Key is identical to the mobile number.

ANSWER: A B

Explanation:

The recipient must have a valid mobile number in the expected format, including the applicable country code, and must be opted in to the subscription associated with the SMS send. A populated email address does not make a contact eligible for SMS, and a Contact Key does not need to be the same value as a mobile number. MobileConnect consent and reachable mobile-number data are essential before carrier delivery can occur.

QUESTION NO: 3

A Sales Cloud Contact must enter a welcome journey as soon as its Status field changes to Active. The journey should start from the CRM record update without waiting for an Automation Studio schedule. Which Journey Builder entry source should be used?

- A. Salesforce Data Event
- B. Scheduled Data Extension entry source
- C. CloudPages form entry source
- D. MobileConnect keyword entry source

ANSWER: A

Explanation:

Salesforce Data Event is correct. With Marketing Cloud Connect, a Salesforce Data Event can monitor a Sales or Service Cloud object and admit a contact when a qualifying record is created or updated. A synchronized data extension can support batch-based processing, but it does not provide the same direct event-driven journey entry from the CRM field change.

QUESTION NO: 4

What is true about contact data and journey data.

- A. Journey data is static and contact data is updated data.
- B. Contact data is static and journey data is updated data

ANSWER: A

Explanation:

Journey data is static and contact data is updated data. In Journey Builder, journey data is the entry-event data captured for a contact when that contact enters a journey. It acts as a point-in-time snapshot, so attributes sourced from the journey's entry event retain the values available at entry even if the underlying source record changes later. This makes journey data useful for maintaining the context that caused a contact to enter, such as a submitted form value, a transaction detail, or a specific event attribute.

Contact data, by contrast, is stored in the contact model and represents information associated with the contact, including values held in synchronized data sources, data extensions, and other contact-related records. When a journey evaluates contact data, it can use the current available value, including updates made after the contact entered the journey. This distinction is important when designing decisions and personalization: use journey data when the original event context must remain consistent, and use contact data when the communication needs to reflect the contact's latest known information. Salesforce's contact model documentation provides the foundation for how contact-related attributes are organized, while Journey Builder configuration guidance describes the role of entry sources and journey context. See [Salesforce Contact Model documentation](#) and [Salesforce Trailhead: Journey Builder Configuration](#).

QUESTION NO: 5

What is the fastest way to add a classification to a post?

- A. Macro
- B. Add classification manually to each post.
- C. Classification cannot be added to a post

ANSWER: A

Explanation:

Macro is the fastest way to add a classification to a post because a macro packages one or more repeatable actions into a single operation. In Social Studio workflows, teams can configure a macro to apply a predetermined classification and, when needed, combine that classification action with other standard moderation actions such as assigning the post, applying sentiment, or changing its status. An agent can then select the post and run the macro rather than repeatedly opening classification controls and choosing values for each individual message. This creates a faster and more consistent process for high-volume social engagement and moderation, while ensuring that reporting and routing use the same approved classification taxonomy. Macros are especially useful when posts that meet a recurring condition should receive the same categorization, because the predefined action reduces manual steps and helps enforce operational standards across team members. Salesforce describes macros as reusable actions that streamline common work in Social Studio; see the Salesforce Help documentation on [creating Social Studio macros](#) and the [Social Studio classifications](#) documentation.