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### What Client's Say

“ There are some less than 8 new questions, so this 70-695 dump is still mostly valid. Wrote the exams today and passed. ”

 **Timothy**  
★★★★★

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**Exam** : **AP-214**

**Title** : Marketing Cloud Advanced  
Cross Channel Accredited  
Professional

**Vendor** : Salesforce

**Version** : DEMO

**NO.1** Which two concepts are types of Journeys?

Choose 2 answers

- A. Promotional
- B. Single-send
- C. Multi-step
- D. Triggered

**Answer:** B,D

**NO.2** Which three factors are analyzed for each subject line by Einstein Copy Insights?

- A. Phrases that spark engagement
- B. Spelling Errors
- C. Improper punctuation
- D. Emotional tone
- E. Frequently used phrases

**Answer:** A,D,E

**NO.3** 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

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 notificationswhile 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.

**NO.4** What is true about Einstein Engagement Scoring (EES)?

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- A. EES requires Collect Code Tracking for web conversion predictions
- B. EES analyzes all send data from Marketing Cloud
- C. EES can import historical purchase data to drive conversion predictions
- D. EES takes into account custom unsubscribe handling

**Answer:** C

**NO.5** How much historical data is immediately available when a managed FB account is added to Social Studio?

- A. One week
- B. Six Months
- C. Thirty days
- D. One Year

**Answer:** C

**NO.6** Which two use cases are best suited for the new MC Transactional Messaging API?

- A. Flash Sales
- B. Order confirmations
- C. Password Resets
- D. Subscription reminders

**Answer:** B,C

**NO.7** 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

**Answer:** A

Understanding Content Fatigue:

\* Content fatigue occurs when subscribers receive the same or very similar content repeatedly, leading to decreased engagement or even unsubscribes.

Einstein Content Selection and Fatigue Rules:

\* Einstein Content Selection is a feature that uses AI to personalize content for each subscriber at the time of send. It takes into account subscriber preferences, past behavior, and available content assets.

\* Fatigue Rules: Within Einstein Content Selection, you can define "fatigue rules" (also sometimes referred to as "exclusion rules"). These rules prevent the system from recommending the same content to a subscriber too frequently within a defined timeframe.

Why Other Options Are Incorrect:

\* B. Einstein Copy Insights: Focuses on analyzing subject line performance and providing recommendations, not on managing content fatigue.

\* C. Einstein Engagement Scoring: Predicts the likelihood of a subscriber engaging with emails (opening, clicking, unsubscribing). It doesn't directly control content selection or fatigue rules.

**NO.8** When creating a Beacon message, what does the field "Limit the total number of messages for

mobile device to' control?

- A. The total number of times a mobile device can receive this message once every 72 hours
- B. The total number of times a mobile device can receive this message once every week
- C. The total number of times a mobile device can receive this message during the active period
- D. The total number of times a mobile device can receive this message once every 24 hours

**Answer:** C

**NO.9** What three reasons explain why an SMS message may fail to reach a mobile device?

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

**Answer:** A,B,C

**NO.10** Which three statements are true of Einstein Messaging insights (EMI)?

Choose 3 answers

- A. EMI detects how quickly the message was read
- B. EMI monitors the Open Rate, Click Rate, and Unsubscribe Rates of your email sends
- C. EMI detects anomalies and unexpectedly low or high values and generates insights
- D. EMI analyzes both batch and journey builder sends
- E. EMI pre-determines the percentage of subscribers that will unsubscribe

**Answer:** C,D,E