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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 : **Marketing-Cloud-Advanced-Cross-Channel**

Title : **Salesforce Marketing Cloud
Advanced Cross Channel**

Vendor : **Salesforce**

Version : **DEMO**

NO.1 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. 50
- B. 100
- C. 15
- D. No limit

Answer: D

NO.2 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: B

NO.3 What are two ways to use Marketing Cloud Connect (MCC) and Journey Builder together to create a Welcome Journey for new contacts in Sales Cloud?

- A. Use a Sales Cloud Journey Builder entry source to inject new Contact records directly into Journey Builder.
- B. Create an API integration from custom eCommerce platform directly to JB for new Contacts. Use EmailAddress as the SubscriberKey.
- C. Create an API integration from custom eCommerce platform directly to Sales Cloud for new Contacts.
- D. Use a query activity to identify new records in the Contact Synchronized Data Extension, write results to new sendable DE, and schedule an automation to inject every 15 minutes.

Answer: A,D

NO.4 What is supported as a managed account in Social Studio?

- A. Amazon
- B. Yelp
- C. Reddit
- D. Google My Business

Answer: D

NO.5 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

Answer: A,B,C

Explanation:

Understanding Einstein Engagement Frequency (EEF):

Purpose: EEF is a Marketing Cloud Einstein feature that helps optimize email send frequency for each subscriber. It aims to reduce unsubscribes and improve engagement by sending the right number of emails to each person.

How it Works: EEF analyzes historical engagement data (opens, clicks, etc.) to predict the optimal send frequency for each subscriber.

Correct Statements:

A . EEF uses only commercial send data not transactional: EEF focuses on optimizing marketing email frequency. Transactional emails (order confirmations, password resets) are typically triggered by specific events and are not part of EEF's optimization.

B . The model uses data available only in your account: EEF's predictions are based on the engagement data within your specific Marketing Cloud account. It doesn't use data from other accounts or external sources.

C . Used to determine the correct no of mails to be sent so that there are fewer unsubscribes due to email fatigue: This is the core purpose of EEF. It aims to find the "sweet spot" for each subscriber - enough emails to keep them engaged, but not so many that they unsubscribe due to email fatigue.

Incorrect Statement:

D . It uses the last 90 days of engagement data: EEF uses the last 28 days of engagement data, not 90.

In Summary:

EEF uses your account's commercial email send data from the last 28 days to determine the optimal email frequency for each subscriber, reducing unsubscribes. A, B, and C are correct.

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 Select features Einstein content selection, Select 2

- A. Uses open time email content
- B. Content selection based on business rules

Answer: A,B

Explanation:

* Einstein Content Selection Key Features:

A . Uses open time email content: This is a core aspect of Einstein Content Selection. It selects and inserts content into emails at the time the subscriber opens the email, rather than at the time of send. This allows for highly personalized and up-to-date content.

B . Content selection based on business rules: You can define business rules within Einstein Content Selection to control how content is selected. This includes things like:

Fallback Rules: Specifying default content to use if no personalized content is available.

Exclusion/Fatigue Rules: Preventing certain content from being shown too frequently or to specific segments.

Attribute Matching Rules: Matching content assets to subscriber profiles based on attributes (e.g., showing women's clothing to subscribers identified as female).

* Why A and B Are Correct:

Open-Time Personalization: Einstein Content Selection is designed for dynamic, open-time content personalization.

Business Rules Control: Business rules are essential for ensuring that Einstein Content Selection aligns with your marketing strategy and goals.

NO.8 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. Journey api
- B. Rest api
- C. Transactional messaging api.
- D. Email soap api

Answer: B,C

NO.9 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
- D. 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.

Answer: A

Explanation:

* 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.

NO.10 What are three out-of-the-box product capabilities of Interaction Studio?

- A. E-commerce point of sale features
- B. A single customer profile that unifies data of each individual
- C. Behavioral tracking of each visitor or customer with business context
- D. Machine learning and AI functionality
- E. Managing Direct mail campaigns

Answer: B,C,D

