

# Salesforce

## AP-214

**Marketing Cloud Advanced Cross Channel Accredited Professional**

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# Latest Version: 6.0

## Question: 1

What can be recommended in Einstein web recommendations: select 3 (Home, Product; Category, Cart, Conversion Pages)

- A. Product
- B. Content
- C. banner

**Answer: A, B, C**

## Question: 2

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**

## Question: 3

What data is there in mobile connect demographics, select3

- A. City
- B. Region
- C. Email
- D. First name
- E. channel

**Answer: A, D, E**

### Question: 4

What is true about Inbox message:

- A. It can open any public url also and not only cloud page
- B. Device owns the message not the contact.
- C. Contact owns the message not the device.
- D. Alert+inbox consume 1 supermessage.

**Answer: B**

### Question: 5

How does real time interaction management (RTM) in IS help marketer to provide personalized content to user, Select multiple

- A. Orchestration
- B. Data aggregation
- C. Unified customer profile

**Answer: A, C**

### Question: 6

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

- A. Understand, decide act
- B. Listen, Understand , Act

**Answer: B**

### Question: 7

How are profiles merged In IS:

- A. Once a day
- B. Probabilistic matching
- C. Deterministic matching on matched identities

**Answer: C**

### Question: 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**

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