



ADVANCED-CROSS-CHANNEL^{Q&As}

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QUESTION 1

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 with email activities and enagement split activity
- B. use query activity to query _ click and use contact data in journey.
- C. use contact designer
- D. use Journey data and not contact data

Correct Answer: AD

QUESTION 2

how many activities recommended in a journey canvas.(150-200)

- A. 10
- B. 50
- C. 100
- D. 300

Correct Answer: C

QUESTION 3

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 a api to trigger journey directly from ecom site and use email address as subscriber key.
- C. Use an api to create record in sales cloud directly from the ecom site
- D. Use synchronized de, query to a sendable DE and use automation studio schedule to inject contact every 15 mins

Correct Answer: AD

QUESTION 4

To what types of objects can you do a quick send in distributed marketing, Select multiple

- A. Lead



B. Contact.

C. Person account, (opportunities, Quick send message records)

Correct Answer: AB

QUESTION 5

You are getting an error while trying to make an inbox message as inactive. What could be the possible reason.

A. Some automation activity is using the inbox message

B. The message is already scheduled/active

C. The message has already been sent. (once started to send cannot mark as inactive)

Correct Answer: C

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