"Please note that these files may not be up to date. However, the questions will help you understand the exam format and typical question patterns."

Question: 1

Where would you set a threshold limit in social studio

A. enterprise admin settings
B. workspace settings
C. tab in engage
D. column in engage

Answer: B

Explanation:
Understanding Threshold Limits: In Social Studio, a threshold limit is a setting that determines how many mentions of specific keywords or topics you want to trigger an alert. This helps you manage the volume of social data and focus on the most important conversations.
Navigating Social Studio: Social Studio is organized around workspaces, which are collaborative spaces for teams to manage social media activities.
Workspace Settings as the Key: Workspace settings control how individual workspaces operate, including things like user roles, post approval workflows, and notification settings. It makes sense that thresholds related to monitoring are controlled at the workspace level.
Detailed Steps Within Workspace Settings:
Access Workspace Settings: In Social Studio, you navigate to "Admin" and then find the specific workspace where you want to set the threshold. Within that workspace, you'll see a "Workspace Settings" option.
Notification Settings: Within "Workspace Settings," you look for a section related to "Notifications" or "Alerts." This is where you configure how and when you want to be notified about social media activity.
Threshold Configuration: Within the notification settings, you'll find options to set thresholds for different types of mentions. For example, you might set a threshold to receive an email alert if your brand name is mentioned more than 50 times in an hour.
Why Other Options Are Incorrect:
A . Enterprise Admin Settings: Enterprise admin settings control overall Social Studio account settings, user management, and integrations, but they don't manage workspace-specific notifications.
C . Tab in Engage: Engage tabs are used to view and interact with social media content. While you might see alerts based on a threshold in Engage, you don't set the threshold itself there.
D . Column in Engage: Engage columns are customizable views of social media content within a tab. They are used for monitoring and engagement, but not for setting threshold limits.
"Thresholds" in "Admin" settings refer to the total count for mentions or posts in a topic profile, not the threshold limit for notifications for social listening.
In Summary:
Workspace settings in Social Studio are where you control the notification thresholds, making B. workspace settings the correct answer. You configure the criteria and frequency at which you want to receive alerts about specific social media mentions within the workspace settings.

Question: 2

Where would you add a topic profile

A. Social studio automate
B. Admin settings
C. Workspace settings
D. Social studio engage

Answer: B

Explanation:
Understanding Topic Profiles:
Topic profiles are the core of social listening in Social Studio. They define the keywords, social accounts, and other criteria used to capture relevant social media mentions.
Admin Settings as the Central Hub:
Admin settings in Social Studio are the central location for managing overall account configurations, user permissions, and, importantly, topic profiles.
Detailed Steps:
Access Admin Settings: In Social Studio, you'll click on your profile avatar in the top right corner and then select "Admin".
Topic Profiles Section: Within the Admin panel, you'll find a dedicated section for "Topic Profiles." Create/Edit Topic Profiles: This is where you can create new topic profiles or edit existing ones. You'll define keywords, include/exclude terms, specify languages, locations, media types, and link social accounts.
Why Other Options Are Incorrect:
A . Social Studio Automate: Social Studio Automate is used for automating actions based on rules (e.g., automatically routing posts to different teams, adding classifications). It's not where you create the foundation of social listening (topic profiles).
C . Workspace Settings: Workspace settings manage collaboration and workflow within a specific workspace. While you might use topic profiles within a workspace, you don't create them there. D . Social Studio Engage: Engage is for viewing and interacting with social media content that has already been captured based on your topic profiles. You don't create topic profiles in Engage.
In Summary:
Topic profiles, the foundation of social listening in Social Studio, are created and managed within B. Admin settings.

Question: 3

What is the fastes 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:

Understanding Classifications and Macros:

Classifications: In Social Studio, classifications are tags or labels you apply to posts to categorize them (e.g., sentiment, product, campaign, etc.). They are essential for analysis and reporting.

Macros: Macros are pre-defined sets of actions that can be applied to posts with a single click. They automate repetitive tasks.

Why Macros are the Fastest:

Automation: Macros are designed for efficiency. You can create a macro that applies a specific classification (or a set of classifications) to a post automatically.

One-Click Application: Instead of manually selecting the classification from a dropdown menu for each post, you simply select the post(s) and apply the relevant macro.

How to Use Macros for Classifications:

Create a Macro: In Social Studio, go to "Admin" then find "Macros" under your workspace. Create a new macro and name it appropriately (e.g., "Classify as Positive Sentiment").

Define Macro Actions: Within the macro, add an action to "Set Classification." Choose the desired classification tag(s).

Apply the Macro: In Engage, select the post(s) you want to classify. From the action menu, choose your macro.

Why Other Options Are Incorrect:

B . Add classification manually to each post: While you can add classifications manually, it's timeconsuming, especially when dealing with a large volume of posts.

C . Classification cannot be added to a post: This is incorrect. Classifications are a fundamental part of organizing and analyzing social data in Social Studio.

In Summary:

Macros provide the fastest way to add classifications to posts in Social Studio because they automate the process, allowing you to apply classifications with a single click. Therefore, A. Macro is the correct answer.

Question: 4

What user permission is required to configure SSO in social studio.

A. Super user
B. full user
C. custom user
D. limited user

Answer: A

Explanation:

Understanding SSO and its Importance:

SSO (Single Sign-On): SSO allows users to access multiple applications (like Social Studio) with a single set of credentials. It's a critical security and administrative feature.

Security Implications: Configuring SSO involves integrating Social Studio with your organization's identity provider. This requires high-level permissions due to its impact on security and user access.

Super User Role:

Highest Level of Access: In Social Studio, the "Super User" role is the highest level of administrative access. Super Users have full control over the account, including all settings related to security, user management, and integrations.

Why Super User is Needed for SSO: Because SSO configuration touches upon core security settings, it's restricted to Super Users to prevent unauthorized changes.

Other Roles and Their Limitations:

B . Full User: Full Users have broad access within workspaces but lack the administrative privileges to configure account-level settings like SSO.

C . Custom User: Custom User roles are defined with specific permissions. While you could theoretically create a custom role with SSO configuration access, it's generally not recommended and the Super User role is the standard for this task.

D . Limited User: Limited Users have the most restricted access, primarily for viewing content within workspaces. They definitely don't have SSO configuration permissions.

In Summary:

Configuring SSO in Social Studio requires the highest level of administrative access, which is granted by the A. Super User role.

Question: 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.

Question: 6

How often is the model refreshed for Einstein engagement frequency(uses 2Sday& data)-weekly

A. hourly
B. daily
C. monthly
D. Biweekly

Answer: B

Explanation:

Model Refresh Frequency:
Einstein Engagement Frequency's predictive model needs to be updated regularly to reflect the most

recent engagement patterns.

Daily Refresh:
The EEF model is refreshed daily. This ensures that the send frequency recommendations are based on relatively up-to-date data.

Why Not Other Options:

A . Hourly: Hourly refresh would be computationally intensive and unnecessary, as engagement patterns don't change that rapidly.

C . Monthly: Monthly refresh would be too infrequent, as the model's accuracy would degrade significantly over a month.

D . Biweekly: Biweekly is also too infrequent to keep the model aligned with recent engagement trends.

In Summary:
The Einstein Engagement Frequency model is refreshed B. Daily to maintain accuracy.

Question: 7

What does Einstein copy Insight take into account, Select 3(arul's answer a,b,c)

A. Frequently used phrases in subject line

B. spelling and punctuation errors
C. emotional tone of subject line
D. engagement data

Answer: A,C,D

Explanation:

Understanding Einstein Copy Insights:
Purpose: Einstein Copy Insights, a feature in Marketing Cloud, analyzes your subject lines to predict their performance and provide recommendations for improvement.
Correct Statements:
A . Frequently used phrases in subject line: Einstein Copy Insights identifies phrases that are commonly used in your subject lines and analyzes their historical performance. This helps you understand which phrases are effective and which might be overused.
C . Emotional tone of subject line: The model assesses the emotional tone of your subject lines (e.g., positive, negative, neutral) and correlates it with engagement rates. This helps you craft subject lines that resonate with your audience.
D . Engagement data: This is fundamental to Einstein Copy Insights. The model analyzes historical engagement data (open rates, click-through rates) for your subject lines to identify patterns and make predictions.
Incorrect Statement:
B . Spelling and punctuation errors: While good spelling and punctuation are important for email deliverability and professionalism, Einstein Copy Insights doesn't specifically analyze or flag these errors. It focuses on the content and its impact on engagement.
In Summary:
Einstein Copy Insights analyzes frequently used phrases, the emotional tone of subject lines, and historical engagement data to predict subject line performance. A, C, and D are correct.

Question: 8

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

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.
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.

Question: 9

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.

Question: 10

When are customers eligible to be send a message in STO(when customer will engage then its sent)

A. immediately when the STO activity arrives
B. Within the first minute of next hour.
C. with the next hour
D. At the hour user engages Within the next 24hours

Answer: D

Explanation:

Understanding Send Time Optimization (STO):
Purpose: STO is a Marketing Cloud feature that uses AI to determine the optimal time to send an email to each individual subscriber, maximizing the likelihood of engagement.
How it Works: STO analyzes a subscriber's historical engagement data (when they typically open and click emails) to predict the best send time within a 24-hour window.
STO Send Time Logic:
Prediction Window: STO predicts the hour within the next 24 hours when a subscriber is most likely to engage.
Send at Predicted Hour: The email is sent during that predicted hour.
It's not immediate: STO doesn't send emails immediately upon entering the activity. It waits for the predicted optimal hour.
It's not within the first minute of the next hour: STO determines a specific hour, not just the start of the next hour.
It's not necessarily within the next hour: The predicted hour could be several hours away, depending on the subscriber's engagement history.

Question: 11

What is prerequisite for email/web recommendations: select 2
A. collect tracking code B. catalog

Answer: A,B

Explanation:
Understanding Email/Web Recommendations:
Purpose: Recommendations (in email or on a website) use data about customer behavior and product information to suggest products or content that a customer is likely to be interested in. Prerequisites:
A . Collect Tracking Code: This is crucial. The Collect Tracking Code is a JavaScript snippet that you place on your website. It tracks user behavior (page views, product views, purchases, etc.) and sends this data to Marketing Cloud. This behavioral data is essential for generating personalized recommendations.
B . Catalog: A catalog is a structured file (usually CSV or XML) that contains information about your products or content (e.g., product ID, name, description, price, image URL). The catalog is imported into Marketing Cloud and provides the inventory from which recommendations are drawn.
Why A and B Are Essential:
Data-Driven Recommendations: Recommendations rely on data. The Collect Tracking Code provides behavioral data, and the catalog provides product data.
Personalization: Without these data sources, recommendations would be generic and not personalized to individual customers.

Question: 12

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

Explanation:

Einstein Web Recommendations Scope:
Einstein Web Recommendations are designed to suggest relevant items to website visitors based on their behavior and your catalog data. These recommendations can be displayed in various places on your site, like the homepage, product pages, category pages, cart page, and even after a conversion. What Can Be Recommended:
A . Product: This is the most common type of recommendation. Einstein can suggest products that are similar to what the user is viewing, frequently bought together, or popular overall.
B . Content: Einstein can also recommend content assets like blog posts, articles, videos, or white

papers based on a user's browsing history and interests.
C . Banner: While not a direct "recommendation" in the same way as products or content, Einstein can be used to personalize the banner displayed on a webpage. This involves selecting the most relevant banner from a set of options based on user data. This is typically handled by associating banners with assets in your catalog and then displaying them in recommendation display areas.
Why A, B, and C Are Correct:
Flexibility: Einstein Web Recommendations are flexible and can be used to promote various types of assets.
Personalization: The goal is to personalize the user experience by showing them relevant products, content, or even promotional banners.

Question: 13

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

Explanation:

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 notifications while 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.

Question: 14

What data is there in mobile connect demographics, select3

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

Answer: ABD

Explanation:

MobileConnect Demographics:
MobileConnect Demographics is a data extension in Marketing Cloud that stores information about your MobileConnect contacts (people you can send SMS messages to).
Available Data Fields (Standard):
A . City: The city associated with the contact's mobile number or address.
B . Region: The region (state, province, etc.) associated with the contact.
D . First Name: The contact's first name (if captured during opt-in or data import).
Other standard fields also include last name, country, postal code, mobile number, carrier, source object ID, status, and opt-in-related fields. You can also add custom attributes to this data extension. Why Other Options Are Incorrect:
C . Email: Email addresses are typically stored in a separate data extension (like All Subscribers or a custom data extension) and linked to MobileConnect through a subscriber key or contact ID.
F. Channel: While "Channel" might be a custom field you could add, it's not a standard field in the MobileConnect Demographics data extension.

Question: 15

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: 16

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: 17

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

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

Answer: B

Question: 18

How are profiles merged In IS:

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

Answer: C

Question: 19

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

Question: 20

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

Answer: A,D

Question: 21

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)

Answer: A,B

Question: 22

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

Question: 23

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

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

Answer: C

Question: 24

What is true about shared entry event.

A. It cannot be modified.
B. Data extension created by it can be modified.
C. Yon can use filter for entry audience segregation.

Answer: C

Question: 25

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 enagagement 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

Answer: A,D

Question: 26

Decision split using contact data not working, myorders DE with 1 to many relationship configured in attribute group. What questions you need to ask to troubleshoot. Select multiple

A. Are u using attribute to attribute comparison.
B. Is there any spelling mistake in your contact attributes.
C. Are there any eligible matching orders for that particular contact

Answer: A

Question: 27

What is the prerequisite to create advertising studio audience:

A. Create advertising/business account on the required and network and setup the ad account integration in MC
B. Set user opt in data.
C. There is no prerequisite as all setup is done.

Answer: A

Question: 28

28, Whit are the functionalities of ad studio. Select multiple.

A. facebook advanced match.
B. linkedin user match.
C. Iinkedin Company match.
D. tiktok user match.Ez
E. myspace user match.

Answer: A,B,C

Question: 29

Where can you see ad details for facebook ad campaign. Both advertising campaigns and journey builder)

A. Journey builder
B. On the facebook ad channel

Answer: A

Question: 30

You are using replace inbox message feature. But your audience has changed and some of the contacts who received the first message do not exist. What would happen?

A. the inbox message is replaced for all user.
B. the inbox message is replaced only for users who do not exist:
C. inbox message Is replaced for users who read the first message.

D. Inbox message is replaced for existing usef s and deleted for users who do not eixist.

Answer: D

Question: 31

What is true for behavioral triggers. Multiple select.

A. they cannot be modified
B. need collect tracking code
C. need catalog data

Answer: B,C

Question: 32

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)

Answer: C

Question: 33

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

Question: 34

How should an administrator update the "Do Not Track attribute" value after it has initially been set?

A. Log a support case
B. Use an API Call
C. Overwrite a subscriber's DoNotTrack settings with an import
D. Respond to the email with the subject line 'Begin Tracking’’

Answer: B

Question: 35

3 possible reasons why a SMS message would fail to reach users mobile? (select 3 options)

A. switched off
B. SMS sent to landline number
C. mobile is in another call
D. out of cellular network coverage
E. Low battery

Answer: A,B,D

Question: 36

What is true about SMS keywords other than HELP and STOP?

A. keywords in parent business unit are automatically available to all child business units
B. keywords in child business unit can be shared between other child business units
C. keywords in parent or child business unit are available only in that business unit
D. keywords in parent business unit can be shared to any child business units

Answer: C

Question: 37

In beacon message, what does the field limit number of messages for a device' control?

A. send only particular number of messages in 24 hours
B. send only particular number of messages in a week
C. send only particular number of messages in 72hrs

D. send not more than particular number of messages in a active period.

Answer: D

Question: 38

Where to create topic profiles in command center?

A. command center
B. social automate
C. social admin

Answer: C

Question: 39

How does social studio unify anonymous and known identities?

A. Deterministic matching
B. social networking

Answer: A

Question: 40

How frequently does Einstein Engagement Scoring updates to email?

A. Email daily
B. Mobile Weekly
C. Model Monthly

Answer: B

Question: 41

What is the most frequent option to refresh an Advertising Audience?

A. Monthly

B. BI-weekly
C. Hourly
D. Daily
E. Weekly

Answer: A

Question: 42

Which three features are supported in MC Advertising Studio?

A. LinkedIn company matching
B. Tiktok user matching
C. Myspace user matching
D. Facebook advanced match
E. Linkedin user matching

Answer: A, D, E

Question: 43

Which social network(s) support lead capture in Ad Studio?

A. Linkedin 2%
B. Instagram
C. Facebook
D. Twitter
E. Google Adwords

Answer: C

Question: 44

Which step must be completed before creating audiences with Advertising Studio in order to send advertisements to Facebook, Pinterest, Google or LinkedIn platforms?

A. First create and setup a business/advertising account with the audience platform
B. Call the platform hotline to ask for permission to send advertisements.
C. No steps are required since it is already configured in your Marketing Cloud account. D. Have subscribers opt-in.

Answer: A

Question: 45

What two Journey types enable an administrator to efficiently create and track opens and clicks?

A. Language Send
B. Region Send
C. Transactional Send
D. Single Send
E. Country Send

Answer: C, D

Question: 46

Events and journeys have a close relationship. When a contact takes action with a marketing message or system, Marketing Cloud creates an event instance with associated properties.
Which are three methods in which Entry Events initiate journeys in Journey Builder?

A. Contact actions in response to marketing messages
B. Changes to a contact's attributes
C. Data retention policies
D. Status change through contact deletion operation
E. Data-modifications to a contact's profile information

Answer: A, B, C

Question: 47

A customer sends a note that they are getting inconsistent results using Contact Data in Journey Builder Decision Splits, while referencing One to Many Relationship defined in Data Designer. The customer explains
that the SubscriberMaster Table is already linked to the MyOrders Table using Data Designer. Which three clarifying questions would help a consultant understand more?

A. Are there more than 100 order records that could match?
B. Are you using attribute to attribute comparison in your decision split criteria?
C. Are you integrated with other Salesforce Clouds?
D. Is the Contact information spelled correctly?
E. Do any of the orders for that subscriber meet your decision split criteria?

Answer: A, B, E

Question: 48

Which two statements are true when using Journey Data and Contact Data within Journey Builder?

A. Journey Data is dynamic data that retrieves the latest value upon decision split execution
B. Contact Data is dynamic data that retrieves the latest value upon decision split execution
C. Journey Data is a set of static values passed into the Journey for each contact
D. Contact Data is a set of static values passed into the Journey for each contact

Answer: B, C

Question: 49

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 EmallAddress 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

Question: 50

What two options are needed when configuring a decision split using Attribute-to-Attribute comparison?

A. Non-nullable fields to be used for comparing your Journey Data and Contact Data fields B. Nullable fields to be used for comparing your Journey Data and Contact Data fields C. An expression builder references Journey Data and Journey Filtered : activities D. An expression builder references Journey Data and Contact Data.

Answer: A, D

Question: 51

If a subscriber, who joined 2 weeks ago, clicks the main CTA (download mobile app), send the

subscriber email content on the top five mobile app features. If not, send original email. 50K max daily

audience. Series
of 3 emails. Based on the scenario above, what is the best solution to automate this daily campaign?

A. Create a daily automation in Automation Studio that includes a single SQL query activity that populates a sendable data extension based on the campaign criteria (joined two weeks ago).
B. Use Journey Builder Engagement Splits to identify who Clicked the "Download Mobile App' link.
C. Use Journey Builder's (JB) Data Extension Entry Source and JB Email Activities
D. Write a SOL query activity joining the sendable audience with the CLICK data view to identify who clicked the "Download Mobile App" link.
E. Use Automation Studio's (AS) Query Entry Source and AS Send Email Activities

Answer: A, B, C

Question: 52

What does Priority in an in App message determine?

A. If the priority is set to 1, then the user's device will vibrate to let them know
B. Which message shows first when the user opens the app, when multiple-inapp messages are present on the user's device
C. Which message shows first in the lock-screen or notification tray, when the user receives multiple push notifications to their device
D. Where on the screen (top, middle, bottom) the in-app message should appear

Answer: B

Question: 53

How does the Wait by Duration activity in Journey Builder work?

A. It is based on the wait period. From the point of contact reaching this activity, the platform will calculate the difference between the current point in time and the end of the wait period
B. It will cause an automation to wait for a specific duration or until a specific time before performing the next step. You can include one or multiple wait activities in a single automation
C. It holds contacts until the day and time you configure. After the wait expires, the contact immediately proceeds to the next activity.
D. It holds contacts until the day and time value stored in a contact's datebased attribute that you select. If the specified day and time passes before the contact reaches the wait activity, or if there's no attribute value for a
contact, the contact immediately proceeds to the next activity,

Answer: D

Question: 54

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

Question: 55

What are three differences between the new MC Transactional Messaging API and previous MC triggered message API versions?

A. Messages are sent as quickly as possible. For email, there is no more low, medium, or high priority.
B. API runs on an updated messaging platform which improves scale and send speed
C. Transactional messaging limits the number of API calls a minute.
D. The software can track each message utilizing the Event Notification service.
E. MC Transactional Messaging requires the selection of prioritization - low, medium or high priority.

Answer: A, B, D

Question: 56

Which three statements are true for MC Behavioral Triggers?

A. Behavioral Triggers can be triggered from interactions with both Content and Products
B. Behavioral Triggers are mandatory for Commerce Cloud integrations.
C. Collect tracking code is necessary to use Behavioral Triggers
D. Behavioral Triggers are not editable
E. Behavioral Triggers require a catalog of assets

Answer: A, C, E

Question: 57

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

Question: 58

A deployment specialist sends an Inbox message to your customer audience "Loyalty Program". The next week, they send a message to the same audience using the Replace Inbox feature, but now that audience has some members that no longer exist. What is the expected outcome?

A. The new message replaces the first message, and for users who no longer exist in the audience, the first message is deleted from the user's inbox
B. The new message replaces the first message for every user who received the first message, regardless if they still exist in the audience or not
C. The new message replaces the first message only for users who no longer exist in the audience
D. All users receive the new message, but only if they're read the first message

Answer: B

Question: 59

What is the difference between an in-app message and an inbox message?

A. An inbox message is plain text, whereas an in-app message can be populated by a CloudPage
B. An inbox message shows only one time to the user, where-as an in-app message keeps getting shown until its expiry date.
C. An inbox message only works on iOS, but in-app messages work on both iOS and Android
D. An inbox message is sent to an inbox that's part of user's mobile app, and stays in the user's inbox for a specified time, whereas an in-app message displays to the user only one time.

Answer: D

Question: 60

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

Question: 61

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

Question: 62

Globex Supermarkets are setting up Beacons in their stores, and set up one beacon in the produce section, and another in the deli section. Why should they lower the Transmit Power setting on the beacons?

A. So that even devices with Push Notifications turned off can receive messages triggered by the beacons
B. They should always be set to High Transmit Power setting
C. It prevents both the produce message and the deli message from being triggered in both places D. So that even devices with Bluetooth turned off can receive messages triggered by the beacons

Answer: C

Question: 63

How often are Einstein Engagement Scores updated?

A. Every day
B. Every day for mobile, every week for email.
C. Every hour
D. Every day for email, every week for mobile.

Answer: A

Question: 64

What Einstein functionality makes predictions for email only?

A. Einstein Scoring
B. Einstein Copy Insights

C. Einstein Engagement Frequency
D. Send Time Optimization

Answer: C

Question: 65

How does Send Time Optimization (STO) help marketers optimize their marketing campaigns?

A. STO predicts the best time to send a message for each contact through Journey Builder
B. STO uses all commercial and transactional send data to determine trends in message engagement and optimize sends
C. STO analyzes the best time to send a scheduled batch send from Email Studio based on the content in the email
D. STO can help send SMS messages at the time individuals are most likely to engage with the message

Answer: A

Question: 66

How often are the Einstein Engagement Scoring scores updated for Email?

A. Daily
B. Hourly
C. Weekly
D. Monthly

Answer: A

Question: 67

Where can users set fatigue rules to limit the subscriber from receiving the same asset a predetermined amount of times?

A. Einstein Copy Insights
B. Einstein Content Selection

C. Einstein Scoring
D. Einstein Engagement Frequency

Answer: D

Question: 68

Which two functions does Einstein Copy Selection do for marketing campaigns?

A. Send personalized content for each customer when they open email messages
B. Use aggregate daily engagement metrics to optimize content for the next day
C. Analyze click results to find out which assets spark the most engagement among customers
D. Determines how many subscribers will engage with the message.

Answer: A, C

Question: 69

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

Question: 70

How long does the activation process take for Einstein Engagement Frequency?

A. up to 24 hours
B. up to six hours
C. up to one hour
D. up to 72 hours

Answer: D

Question: 71

What is the primary function of Einstein Copy Insights?

A. Give insight on Email message copy to understand which text is resonating with Contacts
B. Analyze the subject lines to uncover insights and optimize email engagement
C. Recommend best copy for web content for blogs, articles, etc.

D. Drive higher Mobile App engagement through optimized Push message copy

Answer: A

Question: 72

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 Al functionality
E. Managing Direct mail campaigns

Answer: B, C, D

Question: 73

What are two ways Real-time Interaction Management (RTIM) with Interaction Studio helps marketers to personalize the customer experience?

A. Data Storage
B. Next Best Action
C. Orchestration
D. Data Aggregation

Answer: C, D

Question: 74

How does Interaction Studio unify anonymous and known identities?

A. Interaction Studio uses probabilistic matching to determine if two or more profiles represent the same identity
B. Interaction Studio monitors identifying information, then uses deterministic matching to determine if two or more profiles represent the same identity.
C. Interaction Studio synchronizes anonymous and known profiles once a day based on online traffic and data from ofline sources
D. Interaction Studio uses third party software to match anonymous and known identities

Answer: B

Question: 75

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

Question: 76

Can Social Studio's Sentiment Model be customized? 01m 05s

A. No, this is a managed service provided by only by Salesforce.
B. Yes, after you have loaded your Twitter certification number.
C. No, the sentiment is driven by Einstein calculations.
D. Yes, customization options are available in Admin

Answer: C

Question: 77

Where are Topic Profiles configured for use in Command Center?

A. Social Studio Automate
B. Social Studio Admin
C. Social Studio Engage
D. Command Center Admin

Answer: B

Question: 78

What is the fastest method of adding web analytics tags to all posts created in Social Studio Publish?

A. Workspace Shared Notes

B. Publish Macros

C. Individually
D. Post Approvals

Answer: B

Question: 79

What is supported as a managed account in Social Studio?

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

Answer: D

Question: 80

An administrator needs bankers to see banking-specific Distributed Marketing content and advisors to see advisor-specific Distributed Marketing content. Which two ways can an administrator meet these requirements?

A. Role Hierarchy
B. Financial Hierarchy
C. Industry Rules
D. Sharing Rules

Answer: A, D

Understanding the Problem:

We have two distinct user groups (bankers and advisors) within Distributed Marketing (a part of Marketing Cloud).

Each group needs to access different sets of marketing content.

We need to leverage Salesforce's security and sharing model to control this content visibility.

Why Role Hierarchy (A) is a suitable solution:

What it is: The Role Hierarchy in Salesforce defines the organizational structure and data visibility based on user roles. Users at higher levels in the hierarchy can typically see data owned by or shared with users below them.

How it helps: We can create a role hierarchy that reflects the relationship between bankers and advisors.

For instance:

Chief Banking Officer (Top Level)

Regional Banking Manager

Banker (Lowest Level for Bankers)

Chief Advisory Officer (Top level on advisor side)

Regional Advisory Manager

Advisor (Lowest level for Advisors)

Content association: Marketing content can be associated with specific roles. If banking content is associated with the "Banker" role or roles above it, then only users in those roles will see it. Similarly, advisor content can be associated with the "Advisor" role.

Default visibility: Users in the "Banker" role and above will not be able to see the content assigned to the "Advisor" role by default.

Why Sharing Rules (D) is also a suitable solution:

What it is: Sharing Rules allow you to extend record visibility beyond what's granted by the role hierarchy and organization-wide defaults. They let you share records with specific groups of users based on various criteria.

How it helps: We can create sharing rules to share:

Banking-specific content with a public group that contains all "Banker" users.

Advisor-specific content with a public group that contains all "Advisor" users.

Granular Control: Sharing rules offer flexibility. We can create owner-based sharing rules (share content based on the content owner's role) or criteria-based sharing rules (share content based on content properties, like a "Content Type" field set to "Banking" or "Advisory").

Why other options are not ideal:

B . Financial Hierarchy: There's no standard "Financial Hierarchy" concept within Salesforce's core data model or Distributed Marketing that directly maps to controlling content visibility in this way. C . Industry Rules: While Salesforce might have industry-specific solutions or AppExchange apps that use the term "Industry Rules," there's no native "Industry Rules" feature specifically designed to control Distributed Marketing content access.

Implementation Steps Using Role Hierarchy and Sharing Rules:

Define Roles:

Go to Setup > Users > Roles.

Create roles like "Banker" and "Advisor" under appropriate parent roles in your hierarchy.

Create Public Groups:

Go to Setup > Users > Public Groups.

Create a "Bankers" group and add all users with the "Banker" role (and any other relevant roles, like a manager who needs to see the content).

Create an "Advisors" group similarly.

Set up Distributed Marketing Content:

In Marketing Cloud, when setting up Distributed Marketing, associate content with relevant roles.

For example, mark banking-related content as visible to the "Banker" role and above.

Create Sharing Rules (if needed, or for more refined control):

Go to Setup > Security > Sharing Settings.

Under a relevant object (e.g., a custom object that holds your content), create a sharing rule.

Rule Type: Choose either owner-based (if content ownership determines access) or criteria-based (if content fields determine access).

Share with: Select the "Bankers" public group for banking content and the "Advisors" group for advisor content.

Access Level: Choose the appropriate access level (e.g., "Read Only").

In Summary:

By leveraging a combination of Role Hierarchy to establish baseline visibility and Sharing Rules to grant additional access as needed, the administrator can ensure that bankers see only bankingspecific content and advisors see only advisor-specific content within Distributed Marketing.

Question: 81

A customer wants to send ''Last Chance'' real time triggered messaging to their subscribers when stock of an items gets below 50 units. They want to include a dynamic ''Buy now'' link based on the product with low stock.
Which two APIs would support this use case?
Choose 2 answers

A. Journey API
B. Transactional Message API
C. Email SOAP API
D. REST API

Answer: B, D

Question: 82

Which two statement are true when using Journey Data and Contact Data within Journey Builder?
Choose 2 answers

A. Contac data is dynamic data that retrieves the latest value upon decision split execution.
B. journey Data is a set of static values passed into the journey for each contact.
C. Journey Data is dynamic data that retrieves the latest value upon decision split execution
D. Contact Data is a set of static values passed into the Journey for each contact.

Answer: A, B

Question: 83

Which three types of recommendations are supported by Einstein Web Recommendations?
Choose 3 answers

A. Product
B. Content
C. Banner
D. Operating System
E. Brower

Answer: A, B, C

Question: 84

What three statements are true regao1kr«c; Einstein Engagement Frequency (EEF)?

Choose 3 answers

A. EEF analyzes 360 days of historical data to determine the right frequency of communication.
B. EEF frequency analyzes 180 days of historical data to determine the right frequency of communication.
C. EEF helps marketers determine the data number of emails to send to individual subscribers of an organization, reducing the unsubscribes that result from email fatigue.
D. EEF uses only commercial send data. Transactional sends are not considered in modeling.
E. Salesforce trains each customer's model using only that customer's data.

Answer: A, C, E

Question: 85

What is the recommended maximum number of activities that should be on a single journey canvas?

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

Answer: B

Question: 86

If an administrator put an email in a shared folder and did not set permissions, which business units would have full access to the email?

A. All business units will have access
B. Only the business unit where it was created will have access
C. Only the business unit(s) immediately below the top level account will have access
D. Only the top level business unit will have access and permissions need be set here for sharing

Answer: D

Question: 87

How often are the Einstein Engagement Scoring models updated?

A. Monthly
B. Hourly
C. Daily

D. Weekly

Answer: A

Question: 88

Which user role can be used to set up single sign-on in Social Studio?

A. Full User
B. Editor
C. Super User
D. Environment Owner

Answer: C

Question: 89

What is true about Einstein Engagement Scoring (EES)?

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 predications
D. EES takes into account custom unsubscribe handling

Answer: C

Question: 90

Which is true about SMS Keywords other than HELP or STOP?

A. Keywords created at the parent business unit, are available in all the child business units
B. Keywords created in any business unit can be shared to any other business unit
C. Keywords created at a business unit level, whether parent or child, remain available only to that business unit
D. Keywords created at the parent business unit are not available in child business units unless they are shared to specific child business units

Answer: C

Question: 91

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

Question: 92

On which social channel can users create ad audiences?

A. Houzz
B. Tiktok
C. Instagram
D. Twitter (X)

Answer: C

Question: 93

Which two concepts are requirements that reed to be implemented for Einstein web and/or email recommendations in Marketing Cloud?
Choose 2 answers

A. Google360 Tracking Code
B. Triggers
C. Collect Tracking Code
D. Catalog
E. Data Extensions

Answer: D, E

Question: 94

Which three ways can an administrator improve how quickly Journey Builder processes records for entry?
Choose 3 answers

A. Create a pre-filtered, sendable copy of the data extension for each journey instead of using the same data extension for multiple journeys.

B. Make sure you are connected to a fiber internet connection.

C. Use an ETL tool such as Automation Studio for large-scale segmentation before admitting contacts into Journey Builder instead of filtering contacts within the entry source.

D. Create a userID and permission set that will be used only for the configuration of Journey Builder processing.
E. Do not use a filter in the entry source to filter more than 50% of your contacts

Answer: A, C, E

Question: 95

Which channel solution is managed by the sitemap in Interaction Studio?

A. Web
B. Mobile
C. Serve-side
D. Email

Answer: A

Question: 96

How can Distributed Marketing messages be configured to use approval workflows?

A. It uses the standard Salesforce Approval Process feature to route content through manual approvals.
B. There are currently no approval workflows available.
C. A customer support case needs to be opened to enable the functionality.
D. All DM sends need to enable the ‘’workflow active' setting within the message template.

Answer: A

Question: 97

Which keywords does MobileConnect automatically recognize as STOP keywords?

A. LEAVE, GOAVVAV, END, UNSUB, NO
B. QUIT, END, OPTOUT, UNSUBSCRIBE, ENDNOW
C. STOP. FINISH, END, UNSUB, LEAVE
D. STOP, QUIT, CANCEL, END, UNSUBSCRIBE

Answer: D

Question: 98

In which place can the facebook ad campaign be viewed when created in ad studio?

A. Facebook testing environment

B. Journey Builder
C. Facebook Business Manager
D. Harkebing Cloud Setup

Answer: C

Question: 99

Which two concepts are types of Journeys?
Choose 2 answers

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

Answer: B, D

Question: 100

Which three are fields in the Mobileconnect Demographics table? Choose 3 answers

A. Region
B. Channel
C. Email
D. City
E. Last Name

Answer: A, C, D

Question: 101

What are three Einstein Vision classifiers in Social Studio Analyze?
Choose 3 answers

A. Food

B. Logos
C. Finger prints
D. Facial Expressions
E. Scenes

Answer: A, B, E