



Salesforce

AP-214 Exam

Salesforce Marketing Cloud Advanced Cross Channel Accredited
Professional

Exam Latest Version: 6.0

DEMO Version

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Question 1. (Multi Select)

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

- A: Product
- B: Content
- C: banner

Correct Answer: A, B, C

Question 2. (Single Select)

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

Correct Answer: A

Question 3. (Single Select)

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

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

Correct Answer: B

Question 4. (Single Select)

How are profiles merged In IS:

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

Correct Answer: C

Question 5. (Multi Select)

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

Correct Answer: B, C



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