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Vendor:Salesforce

Exam Code:ADVANCED-CROSS-CHANNEL

Exam Name:Salesforce Advanced Cross Channel
Accredited Professional Exam

Version:Demo

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

Select features Einstein content selection, Select 2

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

Correct Answer: AB

QUESTION 3

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

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

Correct Answer: C

QUESTION 4

What is true about shared entry event.

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

Correct Answer: C

QUESTION 5

How does social studio unify anonymous and known identities?

- A. Deterministic matching
- B. social networking

Correct Answer: A

QUESTION 6

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

Correct Answer: D

QUESTION 7

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 exist.

Correct Answer: D

QUESTION 8

What is true for behavioral triggers. Multiple select.

- A. they cannot be modified
- B. need collect tracking code

C. need catalog data

Correct Answer: BC

QUESTION 9

Where to create topic profiles in command center?

A. command center

B. social automate

C. social admin

Correct Answer: C

QUESTION 10

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

A. Product

B. Content

C. banner

Correct Answer: ABC

QUESTION 11

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 12

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

Correct Answer: ACD