

ADVANCED-CROSS-CHANNEL^{Q&As}

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QUESTION 1

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.

Correct Answer: A

QUESTION 2

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

Correct Answer: C

QUESTION 3

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

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

Correct Answer: D

QUESTION 4

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

QUESTION 5

What is the fastest 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

Correct Answer: A

QUESTION 6

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

Correct Answer: A

QUESTION 7

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.

Correct Answer: D

QUESTION 8

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

Correct Answer: ABC

QUESTION 9

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 10

How does social studio unify anonymous and known identities?

A. Deterministic matching

B. social networking

Correct Answer: A

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