

# ADVANCED-CROSS-CHANNEL<sup>Q&As</sup>

Salesforce Advanced Cross Channel Accredited Professional Exam





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## QUESTION 1

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

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## QUESTION 2

How frequently does Einstein Engagement Scoring updates to email?

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

Correct Answer: B

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## QUESTION 3

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

Correct Answer: D

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## QUESTION 4

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

Correct Answer: A

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## QUESTION 5

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

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