

Salesforce

MARKETING-CLOUD-ADVANCED-CROSS-CHANNEL Exam

Salesforce Marketing Cloud Advanced Cross Channel

**Questions & Answers
Demo**

Version: 4.1

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: C

Explanation:

To set a threshold limit in Social Studio, you should navigate to the Engage module. Within Engage, there are various tabs where thresholds and rules for engaging with content can be set and managed. These settings allow users to manage the volume and type of interactions effectively.

Question: 2

Where would you add a topic profile

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

Answer: A

Explanation:

Topic profiles in Social Studio are added through the Social Studio Automate. This feature allows users to monitor and automate responses based on specific topics of interest across different social media channels. Admin settings and Workspace settings do not provide options to manage topic profiles directly.

Question: 3

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

Answer: A

Explanation:

The fastest way to add a classification to a post in Social Studio is by using Macros. Macros allow you to apply preset actions, including classifications, to posts quickly. This method is much more efficient than manually adding classifications to each post individually.

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:

To configure Single Sign-On (SSO) in Social Studio, the user must have Super User permissions. This level of access allows the user to manage critical settings, including security configurations like SSO, ensuring that only authorized personnel can alter such essential settings.

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:

Einstein Engagement Frequency (EEF) is a feature designed to optimize email engagement by determining the optimal frequency of emails to reduce unsubscribe rates due to email fatigue. It specifically uses data from:

- A: Commercial send data, excluding transactional data.
- B: Data available within your own account, ensuring the model is tailored to your specific audience and engagement patterns.
- C: A strategy to help marketers send the right amount of emails, avoiding over-sending that leads to subscriber fatigue and potential unsubscribes.

These insights help in crafting more effective email marketing strategies by understanding customer engagement and interaction patterns.

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