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Detailed Advanced-Cross-Channel Answers - Valid Advanced-Cross-Channel Test Notes

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Salesforce Advanced Cross Channel Accredited Professional Sample Questions (Q32-Q37):

NEW QUESTION # 32

Select features Einstein content selection, Select 2

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

Answer: A,B

Explanation:

Einstein Content Selection Key Features:

* A. Uses open time email content: This is a core aspect of Einstein Content Selection. It selects and inserts content into emails at the time the subscriber opens the email, rather than at the time of send.

This allows for highly personalized and up-to-date content.

* B. Content selection based on business rules: You can define business rules within Einstein Content Selection to control how content is selected. This includes things like:

* Fallback Rules: Specifying default content to use if no personalized content is available.

* Exclusion/Fatigue Rules: Preventing certain content from being shown too frequently or to specific segments.

* Attribute Matching Rules: Matching content assets to subscriber profiles based on attributes (e.g., showing women's clothing to subscribers identified as female).

Why A and B Are Correct:

* Open-Time Personalization: Einstein Content Selection is designed for dynamic, open-time content personalization.

* Business Rules Control: Business rules are essential for ensuring that Einstein Content Selection aligns with your marketing strategy and goals.

NEW QUESTION # 33

What does Priority in an in App message determine?

- A. Where on the screen (top, middle, bottom) the in-app message should appear
- B. If the priority is set to 1, then the user's device will vibrate to let them know
- **C. Which message shows first when the user opens the app, when multiple in-app messages are present on the user's device**
- D. Which message shows first in the lock-screen or notification tray, when the user receives multiple push notifications to their device

Answer: C

NEW QUESTION # 34

What two options are needed when configuring a decision split using Attribute-to-Attribute comparison?

- A. An expression builder references Journey Data and Journey Filtered : activities
- B. Nullable fields to be used for comparing your Journey Data and Contact Data fields
- **C. An expression builder references Journey Data and Contact Data.**
- **D. Non-nullable fields to be used for comparing your Journey Data and Contact Data fields**

Answer: C,D

NEW QUESTION # 35

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. 0
- **B. No limit**
- C. 1
- D. 2

Answer: B

NEW QUESTION # 36

What user permission is required to configure SSO in social studio.

- A. limited user
- B. full user
- **C. Super user**
- D. custom user

Answer: C

Explanation:

* Understanding SSO and its Importance:

* SSO (Single Sign-On): SSO allows users to access multiple applications (like Social Studio) with a single set of credentials. It's a critical security and administrative feature.

* Security Implications: Configuring SSO involves integrating Social Studio with your organization's identity provider. This requires high-level permissions due to its impact on security and user access.

* Super User Role:

* Highest Level of Access: In Social Studio, the "Super User" role is the highest level of administrative access. Super Users have full control over the account, including all settings related to security, user management, and integrations.

* Why Super User is Needed for SSO: Because SSO configuration touches upon core security settings, it's restricted to Super Users to prevent unauthorized changes.

* Other Roles and Their Limitations:

* B. Full User: Full Users have broad access within workspaces but lack the administrative privileges to configure account-level settings like SSO.

* C. Custom User: Custom User roles are defined with specific permissions. While you could theoretically create a custom role with SSO configuration access, it's generally not recommended and the Super User role is the standard for this task.

* D. Limited User: Limited Users have the most restricted access, primarily for viewing content within workspaces. They definitely don't have SSO configuration permissions.

In Summary:

Configuring SSO in Social Studio requires the highest level of administrative access, which is granted by the A. Super User role.

NEW QUESTION # 37

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