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Salesforce Marketing Cloud Advanced Cross Channel Accredited Professional Sample Questions (Q31-Q36):

NEW QUESTION # 31

What is true about Einstein engagement frequency (EEF). Select 3

- A. It uses last ISO days engagement data
- B. EEF uses only commercial send data not transactional

- C. The model uses data available only in your account
- D. Used to determine correct no of mails to be send so that there are less unsubscribes due to email fatigue.

Answer: B,C,D

Explanation:

Understanding Einstein Engagement Frequency (EEF):

Purpose: EEF is a Marketing Cloud Einstein feature that helps optimize email send frequency for each subscriber. It aims to reduce unsubscribes and improve engagement by sending the right number of emails to each person.

How it Works: EEF analyzes historical engagement data (opens, clicks, etc.) to predict the optimal send frequency for each subscriber.

Correct Statements:

A: EEF uses only commercial send data not transactional: EEF focuses on optimizing marketing email frequency. Transactional emails (order confirmations, password resets) are typically triggered by specific events and are not part of EEF's optimization.

B: The model uses data available only in your account: EEF's predictions are based on the engagement data within your specific Marketing Cloud account. It doesn't use data from other accounts or external sources.

C: Used to determine the correct no of mails to be sent so that there are fewer unsubscribes due to email fatigue: This is the core purpose of EEF. It aims to find the "sweet spot" for each subscriber - enough emails to keep them engaged, but not so many that they unsubscribe due to email fatigue.

Incorrect Statement:

D: It uses the last 90 days of engagement data: EEF uses the last 28 days of engagement data, not 90.

In Summary:

EEF uses your account's commercial email send data from the last 28 days to determine the optimal email frequency for each subscriber, reducing unsubscribes. A, B, and C are correct.

NEW QUESTION # 32

Globex Supermarkets are setting up Beacons in their stores, and set up one beacon in the produce section, and another in the deli section. Why should they lower the Transmit Power setting on the beacons?

- A. It prevents both the produce message and the deli message from being triggered in both places
- B. So that even devices with Bluetooth turned off can receive messages triggered by the beacons
- C. So that even devices with Push Notifications turned off can receive messages triggered by the beacons
- D. They should always be set to High Transmit Power setting

Answer: A

NEW QUESTION # 33

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. 1
- C. 2
- D. No limit

Answer: D

NEW QUESTION # 34

Where are Topic Profiles configured for use in Command Center?

- A. Social Studio Admin
- B. Social Studio Engage
- C. Social Studio Automate
- D. Command Center Admin

Answer: A

NEW QUESTION # 35

When creating a Beacon message, what does the field "Limit the total number of messages for mobile device to" control?

- A. The total number of times a mobile device can receive this message once every 24 hours
- **B. The total number of times a mobile device can receive this message during the active period**
- C. The total number of times a mobile device can receive this message once every week
- D. The total number of times a mobile device can receive this message once every 72 hours

Answer: B

NEW QUESTION # 36

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