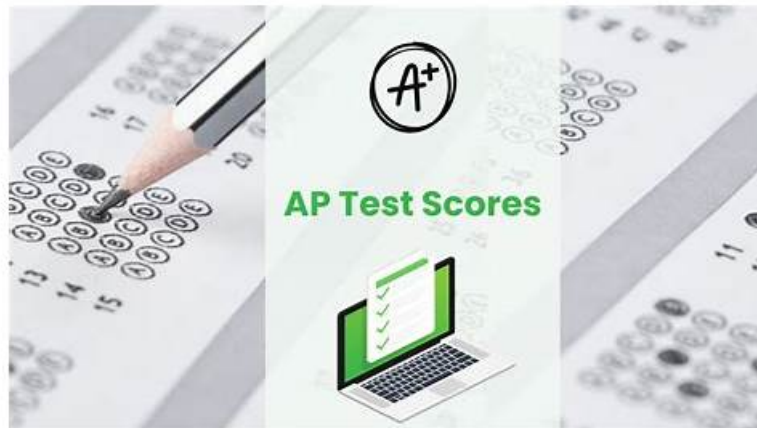


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## Salesforce Marketing Cloud Advanced Cross Channel Accredited Professional Sample Questions (Q18-Q23):

### NEW QUESTION # 18

How does Interaction Studio unify anonymous and known identities?

- A. Interaction Studio synchronizes anonymous and known profiles once a day based on online traffic and data from offline sources
- B. Interaction Studio uses probabilistic matching to determine if two or more profiles represent the same identity
- C. Interaction Studio uses third party software to match anonymous and known identities
- D. Interaction Studio monitors identifying information, then uses deterministic matching to determine if two or more profiles represent the same identity.

Answer: D

### NEW QUESTION # 19

What are two ways to use Marketing Cloud Connect (MCC) and Journey Builder together to create a Welcome Journey for new contacts in Sales Cloud?

- A. Use a Sales Cloud Journey Builder entry source to inject new Contact records directly into Journey Builder.
- B. Create an API integration from custom eCommerce platform directly to JB for new Contacts. Use EmailAddress as the SubscriberKey.
- C. Use a query activity to identify new records in the Contact Synchronized Data Extension, write results to new sendable DE, and schedule an automation to inject every 15 minutes.
- D. Create an API integration from custom eCommerce platform directly to Sales Cloud for new Contacts.

**Answer: A,C**

### NEW QUESTION # 20

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

**Answer: D**

### NEW QUESTION # 21

What is supported as a managed account in Social Studio?

- A. Yelp
- B. Amazon
- C. Reddit
- D. Google My Business

**Answer: D**

### NEW QUESTION # 22

How much historical data is immediately available when a managed FB account is added to Social Studio?

- A. One Year
- B. One week
- C. Thirty days
- D. Six Months

**Answer: C**

### NEW QUESTION # 23

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