

2025 Advanced-Cross-Channel: Salesforce Advanced Cross Channel Accredited Professional–Valid Reliable Exam Online



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We offer three different formats for preparing for the Salesforce Advanced-Cross-Channel exam questions, all of which will ensure your definite success on your Salesforce Advanced Cross Channel Accredited Professional (Advanced-Cross-Channel) exam dumps. ExamsLabs is there with updated Advanced-Cross-Channel Questions so you can pass the Salesforce Advanced Cross Channel Accredited Professional (Advanced-Cross-Channel) exam and move toward the new era of technology with full ease and confidence.

Participants who take the Salesforce Advanced Cross Channel Accredited Professional exam will learn how to effectively use Salesforce tools and technologies to create personalized and engaging marketing campaigns across multiple channels. They will also learn how to measure and analyze the performance of their campaigns and use the insights gained to optimize their future campaigns for better results.

To become a Salesforce Advanced-Cross-Channel Accredited Professional, candidates must pass the certification exam, which consists of 60 multiple-choice questions. Advanced-Cross-Channel Exam is timed and lasts for 105 minutes, and candidates must score at least 68% to pass. Advanced-Cross-Channel exam covers topics such as cross-channel marketing strategy, email marketing, mobile marketing, social media marketing, and web marketing. Candidates can take the exam at a testing center or online through the Salesforce certification website.

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Exam Advanced-Cross-Channel Reference & Advanced-Cross-Channel Actual Dumps

If you're looking to advance your career, passing the Salesforce Advanced-Cross-Channel Certification Exam is crucial. As with any certification exam, success requires time and effort. While there are many online study materials available, not all of them are accurate or reliable. Many professionals struggle with managing their time and studying effectively, making it difficult to pass the Salesforce Advanced Cross Channel Accredited Professional (Advanced-Cross-Channel) Exam.

Salesforce Advanced Cross Channel Accredited Professional Sample Questions (Q90-Q95):

NEW QUESTION # 90

How often is the model refreshed for Einstein engagement frequency(uses 2Sday& data)-weekly

- A. daily
- B. hourly
- C. Biweekly
- D. monthly

Answer: A

Explanation:

* Model Refresh Frequency:

* Einstein Engagement Frequency's predictive model needs to be updated regularly to reflect the most recent engagement patterns.

* Daily Refresh:

* The EEF model is refreshed daily. This ensures that the send frequency recommendations are based on relatively up-to-date data.

* Why Not Other Options:

* A. Hourly: Hourly refresh would be computationally intensive and unnecessary, as engagement patterns don't change that rapidly.

* C. Monthly: Monthly refresh would be too infrequent, as the model's accuracy would degrade significantly over a month.

* D. Biweekly: Biweekly is also too infrequent to keep the model aligned with recent engagement trends.

In Summary:

The Einstein Engagement Frequency model is refreshed B. Daily to maintain accuracy.

NEW QUESTION # 91

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 72 hours
- B. The total number of times a mobile device can receive this message once every week
- 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 # 92

Which two statements are true when using Journey Data and Contact Data within Journey Builder?

- A. Contact Data is a set of static values passed into the Journey for each contact
- B. Journey Data is a set of static values passed into the Journey for each contact
- C. Journey Data is dynamic data that retrieves the latest value upon decision split execution
- D. Contact Data is dynamic data that retrieves the latest value upon decision split execution

Answer: B,D

NEW QUESTION # 93

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 synchronized de, query to a sendable DE and use automation studio schedule to inject contact every 15 mins
- C. Use a api to trigger journey directly from ecom site and use email address as subscriber key.
- D. Use an api to create record in sales cloud directly from the ecom site

Answer: A,B

NEW QUESTION # 94

An administrator needs bankers to see banking-specific Distributed Marketing content and advisors to see advisor-specific Distributed Marketing content. Which two ways can an administrator meet these requirements?

- A. Sharing Rules
- B. Industry Rules
- C. Financial Hierarchy
- D. Role Hierarchy

Answer: A,D

Explanation:

* Understanding the Problem:

* We have two distinct user groups (bankers and advisors) within Distributed Marketing (a part of Marketing Cloud).

- * Each group needs to access different sets of marketing content.
 - * We need to leverage Salesforce's security and sharing model to control this content visibility.
 - * Why Role Hierarchy (A) is a suitable solution:
 - * What it is: The Role Hierarchy in Salesforce defines the organizational structure and data visibility based on user roles. Users at higher levels in the hierarchy can typically see data owned by or shared with users below them.
 - * How it helps: We can create a role hierarchy that reflects the relationship between bankers and advisors. For instance:
 - * Chief Banking Officer (Top Level)
 - * Regional Banking Manager
 - * Banker (Lowest Level for Bankers)
 - * Chief Advisory Officer (Top level on advisor side)
 - * Regional Advisory Manager
 - * Advisor (Lowest level for Advisors)
 - * Content association: Marketing content can be associated with specific roles. If banking content is associated with the "Banker" role or roles above it, then only users in those roles will see it. Similarly, advisor content can be associated with the "Advisor" role.
 - * Default visibility: Users in the "Banker" role and above will not be able to see the content assigned to the "Advisor" role by default.
 - * Why Sharing Rules (D) is also a suitable solution:
 - * What it is: Sharing Rules allow you to extend record visibility beyond what's granted by the role hierarchy and organization-wide defaults. They let you share records with specific groups of users based on various criteria.
 - * How it helps: We can create sharing rules to share:
 - * Banking-specific content with a public group that contains all "Banker" users.
 - * Advisor-specific content with a public group that contains all "Advisor" users.
 - * Granular Control: Sharing rules offer flexibility. We can create owner-based sharing rules (share content based on the content owner's role) or criteria-based sharing rules (share content based on content properties, like a "Content Type" field set to "Banking" or "Advisory").
 - * Why other options are not ideal:
 - * B. Financial Hierarchy: There's no standard "Financial Hierarchy" concept within Salesforce's core data model or Distributed Marketing that directly maps to controlling content visibility in this way.
 - * C. Industry Rules: While Salesforce might have industry-specific solutions or AppExchange apps that use the term "Industry Rules," there's no native "Industry Rules" feature specifically designed to control Distributed Marketing content access.
- Implementation Steps Using Role Hierarchy and Sharing Rules:
- * Define Roles:
 - * Go to Setup > Users > Roles.
 - * Create roles like "Banker" and "Advisor" under appropriate parent roles in your hierarchy.
 - * Create Public Groups:
 - * Go to Setup > Users > Public Groups.
 - * Create a "Bankers" group and add all users with the "Banker" role (and any other relevant roles, like a manager who needs to see the content).
 - * Create an "Advisors" group similarly.
 - * Set up Distributed Marketing Content:
 - * In Marketing Cloud, when setting up Distributed Marketing, associate content with relevant roles. For example, mark banking-related content as visible to the "Banker" role and above.
 - * Create Sharing Rules (if needed, or for more refined control):
 - * Go to Setup > Security > Sharing Settings.
 - * Under a relevant object (e.g., a custom object that holds your content), create a sharing rule.
 - * Rule Type: Choose either owner-based (if content ownership determines access) or criteria-based (if content fields determine access).
 - * Share with: Select the "Bankers" public group for banking content and the "Advisors" group for advisor content.
 - * Access Level: Choose the appropriate access level (e.g., "Read Only").

In Summary:

By leveraging a combination of Role Hierarchy to establish baseline visibility and Sharing Rules to grant additional access as needed, the administrator can ensure that bankers see only banking-specific content and advisors see only advisor-specific content within Distributed Marketing.

NEW QUESTION # 95

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