

# Advanced-Cross-Channel Actual Test Answers | Advanced-Cross-Channel Best Vce



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Salesforce Advanced-Cross-Channel (Salesforce Advanced Cross Channel Accredited Professional) Certification Exam is a highly sought-after certification for professionals who want to demonstrate their expertise in developing and implementing cross-channel marketing strategies using Salesforce. Salesforce Advanced Cross Channel Accredited Professional certification is designed for individuals who have already obtained the Salesforce Marketing Cloud Email Specialist certification and want to take their skills to the next level.

Earning the Salesforce Advanced Cross-Channel Accredited Professional certification can enhance a marketer's career opportunities and help them stand out in a crowded job market. It can also help businesses build a team of experts who can drive successful cross-channel marketing campaigns and achieve their revenue goals. Salesforce Advanced Cross Channel Accredited Professional certification program is open to all individuals who have completed the prerequisites and have the necessary experience in digital marketing and Salesforce platform.

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To qualify for the Salesforce Advanced-Cross-Channel Exam, candidates must have completed the Salesforce Marketing Cloud Email Specialist exam and have at least six months of experience in cross-channel marketing automation. Advanced-Cross-Channel exam is ideal for marketing professionals who are looking to enhance their skills and knowledge in cross-channel marketing and automation, as well as for those who are looking for career advancement opportunities in the field. Successful completion of the exam will demonstrate that a candidate has the skills and knowledge required to design and implement effective cross-channel marketing campaigns with Salesforce Marketing Cloud.

## Salesforce Advanced Cross Channel Accredited Professional Sample Questions (Q70-Q75):

### NEW QUESTION # 70

How does social studio unify anonymous and known identities?

- A. Deterministic matching
- B. social networking

**Answer: A**

### NEW QUESTION # 71

Where would you set a threshold limit in social studio

- A. workspace settings
- B. column in engage
- C. tab in engage
- D. enterprise admin settings

**Answer: A**

Explanation:

\* Understanding Threshold Limits: In Social Studio, a threshold limit is a setting that determines how many mentions of specific keywords or topics you want to trigger an alert. This helps you manage the volume of social data and focus on the most important conversations.

\* Navigating Social Studio: Social Studio is organized around workspaces, which are collaborative spaces for teams to manage social media activities.

\* Workspace Settings as the Key: Workspace settings control how individual workspaces operate, including things like user roles, post approval workflows, and notification settings. It makes sense that thresholds related to monitoring are controlled at the workspace level.

\* Detailed Steps Within Workspace Settings:

\* Access Workspace Settings: In Social Studio, you navigate to "Admin" and then find the specific workspace where you want to set the threshold. Within that workspace, you'll see a "Workspace Settings" option.

\* Notification Settings: Within "Workspace Settings," you look for a section related to "Notifications" or "Alerts." This is where you configure how and when you want to be notified about social media activity.

\* Threshold Configuration: Within the notification settings, you'll find options to set thresholds for different types of mentions. For example, you might set a threshold to receive an email alert if your brand name is mentioned more than 50 times in an hour.

\* Why Other Options Are Incorrect:

\* A. Enterprise Admin Settings: Enterprise admin settings control overall Social Studio account settings, user management, and integrations, but they don't manage workspace-specific notifications.

\* C. Tab in Engage: Engage tabs are used to view and interact with social media content. While you might see alerts based on a threshold in Engage, you don't set the threshold itself there.

\* D. Column in Engage: Engage columns are customizable views of social media content within a tab. They are used for monitoring and engagement, but not for setting threshold limits.

\* "Thresholds" in "Admin" settings refer to the total count for mentions or posts in a topic profile, not the threshold limit for notifications for social listening.

In Summary:

Workspace settings in Social Studio are where you control the notification thresholds, making B. workspace settings the correct answer. You configure the criteria and frequency at which you want to receive alerts about specific social media mentions within the workspace settings.

### NEW QUESTION # 72

Can Social Studio's Sentiment Model be customized? 01m 05s

- A. No, this is a managed service provided by only by Salesforce.
- B. Yes, customization options are available in Admin
- C. No, the sentiment is driven by Einstein calculations.
- D. Yes, after you have loaded your Twitter certification number.

**Answer: C**

**NEW QUESTION # 73**

What are three differences between the new MC Transactional Messaging API and previous MC triggered message API versions?

- A. The software can track each message utilizing the Event Notification service.
- B. API runs on an updated messaging platform which improves scale and send speed
- C. Messages are sent as quickly as possible. For email, there is no more low, medium, or high priority.
- D. Transactional messaging limits the number of API calls a minute.
- E. MC Transactional Messaging requires the selection of prioritization - low, medium or high priority.

**Answer: A,B,C**

**NEW QUESTION # 74**

Which channel solution is managed by the sitemap in Interaction Studio?

- A. Mobile
- B. Serve-side
- C. Email
- D. Web

**Answer: D**

**NEW QUESTION # 75**

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