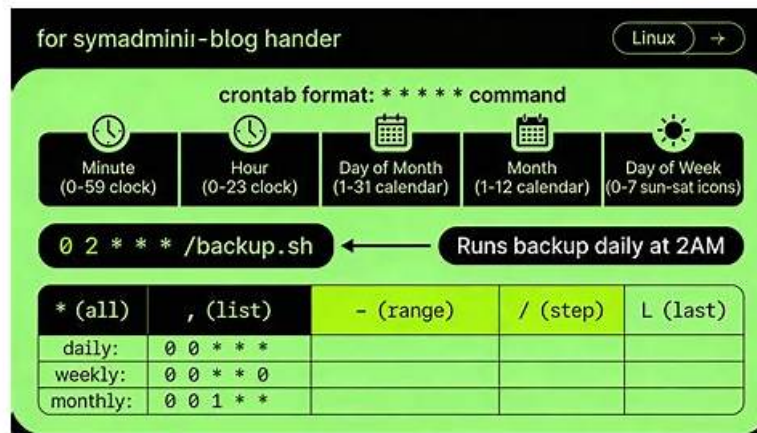


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Salesforce Marketing Cloud Advanced Cross Channel Accredited Professional Sample Questions (Q81-Q86):

NEW QUESTION # 81

Which is true about SMS Keywords other than HELP or STOP?

- A. Keywords created at a business unit level, whether parent or child, remain available only to that business unit
- B. Keywords created at the parent business unit, are available in all the child business units
- C. Keywords created in any business unit can be shared to any other business unit
- D. Keywords created at the parent business unit are not available in child business units unless they are shared to specific child business units

Answer: A

NEW QUESTION # 82

You are using replace inbox message feature. But your audience has changed and some of the contacts who received the first message do not exist. What would happen?

- A. Inbox message is replaced for existing users and deleted for users who do not exist.
- B. the inbox message is replaced only for users who do not exist:
- C. the inbox message is replaced for all user.
- D. inbox message is replaced for users who read the first message.

Answer: A

NEW QUESTION # 83

How often is the model refreshed for Einstein engagement frequency(uses 28day& data)-weekly

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

Answer: B

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 # 84

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

- A. Used to determine correct no of mails to be send so that there are less unsubscribes due to email fatigue.
- B. The model uses data available only in your account
- C. EEF uses only commercial send data not transactional
- D. It uses last 30 days engagement data

Answer: A,B,C

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 # 85

To what types of objects can you do a quick send in distributed marketing. Select multiple

- A. Lead
- B. Contact.
- C. Person account, (opportunities, Quick send message records)

Answer: A,B

NEW QUESTION # 86

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