

# Quiz Advanced-Cross-Channel - Authoritative Related Salesforce Advanced Cross Channel Accredited Professional Exams



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## Salesforce Advanced Cross Channel Accredited Professional Sample Questions (Q43-Q48):

### NEW QUESTION # 43

Difference between inbox message and in app message.

- A. Inbox message is displayed once but in app message is displayed repeatedly
- **B. Inbox message is displayed and stored in device in app message is displayed only 1 time**
- C. Inbox messages can be used only in ios whereas in app message can also be used in android

**Answer: B**

### NEW QUESTION # 44

Where would you add a topic profile

- A. Workspace settings
- B. Social studio automate
- **C. Admin settings**
- D. Social studio engage

**Answer: C**

Explanation:

\* Understanding Topic Profiles:

\* Topic profiles are the core of social listening in Social Studio. They define the keywords, social accounts, and other criteria used to capture relevant social media mentions.

\* Admin Settings as the Central Hub:

\* Admin settings in Social Studio are the central location for managing overall account configurations, user permissions, and, importantly, topic profiles.

\* Detailed Steps:

\* Access Admin Settings: In Social Studio, you'll click on your profile avatar in the top right corner and then select "Admin".

\* Topic Profiles Section: Within the Admin panel, you'll find a dedicated section for "Topic Profiles."

\* Create/Edit Topic Profiles: This is where you can create new topic profiles or edit existing ones.

You'll define keywords, include/exclude terms, specify languages, locations, media types, and link social accounts.

\* Why Other Options Are Incorrect:

\* A. Social Studio Automate: Social Studio Automate is used for automating actions based on rules (e.g., automatically routing posts to different teams, adding classifications). It's not where you create the foundation of social listening (topic profiles).

\* C. Workspace Settings: Workspace settings manage collaboration and workflow within a specific workspace. While you might use topic profiles within a workspace, you don't create them there.

\* D. Social Studio Engage: Engage is for viewing and interacting with social media content that has already been captured based on your topic profiles. You don't create topic profiles in Engage.

In Summary:

#### NEW QUESTION # 45

How does the Wait by Duration activity in Journey Builder work?

- **A. It holds contacts until the day and time value stored in a contact's datebased attribute that you select. If the specified day and time passes before the contact reaches the wait activity, or if there's no attribute value for a contact, the contact immediately proceeds to the next activity,**
- B. It is based on the wait period. From the point of contact reaching this activity, the platform will calculate the difference between the current point in time and the end of the wait period
- C. It holds contacts until the day and time you configure. After the wait expires, the contact immediately proceeds to the next activity.
- D. It will cause an automation to wait for a specific duration or until a specific time before performing the next step. You can include one or multiple wait activities in a single automation

**Answer: A**

#### NEW QUESTION # 46

In which section can you define fatigue rules to restrict a user from being recommended same content multiple times

- A. Einstein copy insights
- **B. Einstein content selection**
- C. Einstein engagement scoring

**Answer: B**

Explanation:

Understanding Content Fatigue:

\* Content fatigue occurs when subscribers receive the same or very similar content repeatedly, leading to decreased engagement or even unsubscribes.

Einstein Content Selection and Fatigue Rules:

\* Einstein Content Selection is a feature that uses AI to personalize content for each subscriber at the time of send. It takes into account subscriber preferences, past behavior, and available content assets.

\* Fatigue Rules: Within Einstein Content Selection, you can define "fatigue rules" (also sometimes referred to as "exclusion rules"). These rules prevent the system from recommending the same content to a subscriber too frequently within a defined timeframe.

Why Other Options Are Incorrect:

\* B. Einstein Copy Insights: Focuses on analyzing subject line performance and providing recommendations, not on managing content fatigue.

\* C. Einstein Engagement Scoring: Predicts the likelihood of a subscriber engaging with emails (opening, clicking, unsubscribing). It doesn't directly control content selection or fatigue rules.

#### NEW QUESTION # 47

What data is there in mobile connect demographics, select 3

- A. First name
- B. Email
- C. Region
- D. channel
- E. City

Answer: A,D,E

#### NEW QUESTION # 48

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