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Salesforce Marketing Cloud Advanced Cross Channel Accredited Professional Sample Questions (Q14-Q19):

NEW QUESTION # 14

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 during the active period**
- 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 once every 72 hours

Answer: B

NEW QUESTION # 15

What happens when a paused journey is resumed?

- **A. Users can choose whether or not to extend Wait durations by the length of time the journey was paused**
- B. All contacts who were in Wait steps immediately proceed to the next activity
- C. Wait durations are extended by the length of time the journey was paused
- D. Wait durations start over for each contact

Answer: A

NEW QUESTION # 16

Where would you set a threshold limit in social studio

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

Answer: B

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 # 17

Where are Topic Profiles configured for use in Command Center?

- A. Social Studio Admin
- B. Social Studio Engage
- C. Command Center Admin
- D. Social Studio Automate

Answer: A

NEW QUESTION # 18

What data is there in mobile connect demographics, select 3

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

Answer: B,D,E

Explanation:

MobileConnect Demographics:

* MobileConnect Demographics is a data extension in Marketing Cloud that stores information about your MobileConnect contacts (people you can send SMS messages to).

Available Data Fields (Standard):

- * A. City: The city associated with the contact's mobile number or address.
- * B. Region: The region (state, province, etc.) associated with the contact.
- * D. First Name: The contact's first name (if captured during opt-in or data import).
- * Other standard fields also include last name, country, postal code, mobile number, carrier, source object ID, status, and opt-in-related fields. You can also add custom attributes to this data extension.

Why Other Options Are Incorrect:

- * C. Email: Email addresses are typically stored in a separate data extension (like All Subscribers or a custom data extension) and linked to MobileConnect through a subscriber key or contact ID.
- * E. Channel: While "Channel" might be a custom field you could add, it's not a standard field in the MobileConnect Demographics data extension.

NEW QUESTION # 19

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