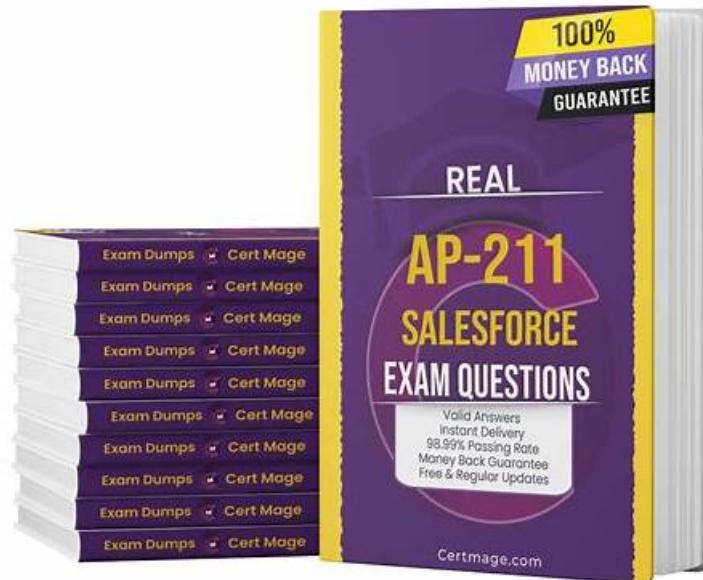


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## Salesforce Marketing Cloud Advanced Cross Channel Accredited Professional Sample Questions (Q17-Q22):

### NEW QUESTION # 17

Where would you add a topic profile

- A. Social studio automate
- B. Workspace settings
- 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 # 18

Which three statements are true of Einstein Messaging insights (EMI)?

Choose 3 answers

- A. EMI analyzes both batch and journey builder sends
- B. EMI detects how quickly the message was read
- C. EMI pre-determines the percentage of subscribers that will unsubscribe
- D. EMI monitors the Open Rate, Click Rate, and Unsubscribe Rates of your email sends
- E. EMI detects anomalies and unexpectedly low or high values and generates insights

Answer: A,C,E

#### NEW QUESTION # 19

In beacon message, what does the field limit number of messages for a device' control?

- A. send only particular number of messages in 72hrs
- B. send only particular number of messages in 24 hours
- C. send not more than particular number of messages in a active period.
- D. send only particular number of messages in a week

Answer: C

#### NEW QUESTION # 20

Where can you see ad details for facebook ad campaign. Both advertising campaigns and journey builder)

- A. On the facebook ad channel
- B. Journey builder

Answer: B

#### NEW QUESTION # 21

How long does the activation process take for Einstein Engagement Frequency?

- A. up to one hour
- B. up to 24 hours

- C. up to six hours
- D. up to 72 hours

**Answer: D**

## NEW QUESTION # 22

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