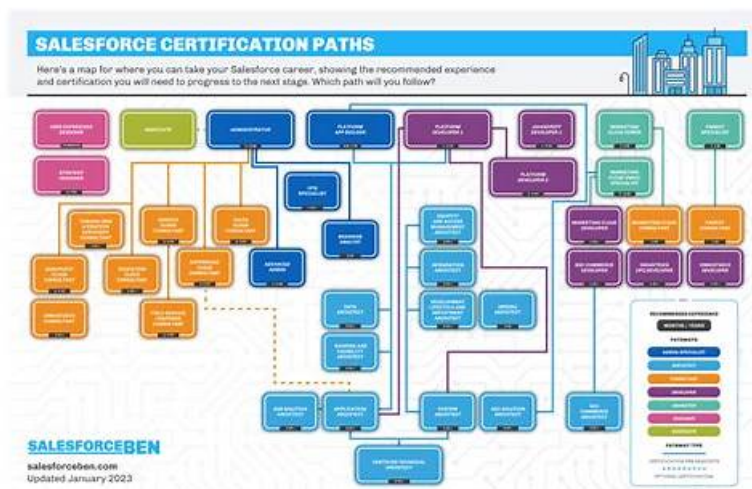# Salesforce AP-214 Online Practice Test

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Salesforce Marketing Cloud Advanced Cross Channel Accredited Professional Sample Questions (Q59-Q64):

NEW QUESTION # 59
Which three are fields in the Mobileconnect Demographics table?
Choose 3 answers

- A. Region
- B. City
- C. Channel
- D. Email
- E. Last Name

Answer: A,B,D

NEW QUESTION # 60

In which place can the facebook ad campaign be viewed when created in ad studio?

- A. Facebook Business Manager
- B. Harkebing Cloud Setup
- C. JourneyBuilder
- D. Facebook testing environment

Answer: A

NEW QUESTION # 61

What three reasons explain why an SMS message may fail to reach a mobile device?

- A. The user is currently on a call.
- B. The mobile device is powered off
- C. The number used to send the SMS was a landline
- D. The user is out of range of cellular networks
- E. The mobile device has a low battery.

Answer: B,C,D

NEW QUESTION # 62

What is the fastes way to add a classification to a post?

- A. Classification cannot be added to a post
- B. Add classification manually to each post.
- C. Macro

Answer: C

Explanation:
* Understanding Classifications and Macros:
* Classifications:In Social Studio, classifications are tags or labels you apply to posts to categorize them (e.g., sentiment, product, campaign, etc.). They are essential for analysis and reporting.
* Macros:Macros are pre-defined sets of actions that can be applied to posts with a single click.
They automate repetitive tasks.
* Why Macros are the Fastest:
* Automation:Macros are designed for efficiency. You can create a macro that applies a specific classification (or a set of classifications) to a post automatically.
* One-Click Application:Instead of manually selecting the classification from a dropdown menu for each post, you simply select the post(s) and apply the relevant macro.
* How to Use Macros for Classifications:
* Create a Macro:In Social Studio, go to "Admin" then find "Macros" under your workspace.
Create a new macro and name it appropriately (e.g., "Classify as Positive Sentiment").
* Define Macro Actions:Within the macro, add an action to "Set Classification." Choose the desired classification tag(s).
* Apply the Macro:In Engage, select the post(s) you want to classify. From the action menu, choose your macro.
* Why Other Options Are Incorrect:
* B. Add classification manually to each post:While youcanadd classifications manually, it's time-consuming, especially when dealing with a large volume of posts.
* C. Classification cannot be added to a post:This is incorrect. Classifications are a fundamental part of organizing and analyzing social data in Social Studio.
In Summary:
Macros provide the fastest way to add classifications to posts in Social Studio because they automate the process, allowing you to apply classifications with a single click. Therefore,A. Macrois the correct answer.

NEW QUESTION # 63

What Einstein functionality makes predictions for email only?

- A. Einstein Copy Insights

- B. Einstein Engagement Frequency
- C. Einstein Scoring
- D. Send Time Optimization

Answer: B

NEW QUESTION # 64
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