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## Salesforce Marketing Cloud Advanced Cross Channel Accredited Professional Sample Questions (Q31-Q36):

### NEW QUESTION # 31

What is the prerequisite to create advertising studio audience:

- A. Create advertising/business account on the required and network and setup the ad account integration in MC
- B. There is no prerequisite as all setup is done.
- C. Set user opt in data.

**Answer: A**

### NEW QUESTION # 32

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

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

**Answer: C**

### NEW QUESTION # 33

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

- A. up to 24 hours
- B. up to one hour
- C. up to six hours
- **D. up to 72 hours**

**Answer: D**

### NEW QUESTION # 34

Where would you set a threshold limit in social studio

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

**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 # 35

In social studio how many columns are used in a engage tab (max 30 tabs in a engage, no limit for columns in each tab) and each column contains max 50 accounts)

- A. 0
- **B. No limit**
- C. 1
- D. 2

**Answer: B**

### NEW QUESTION # 36

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