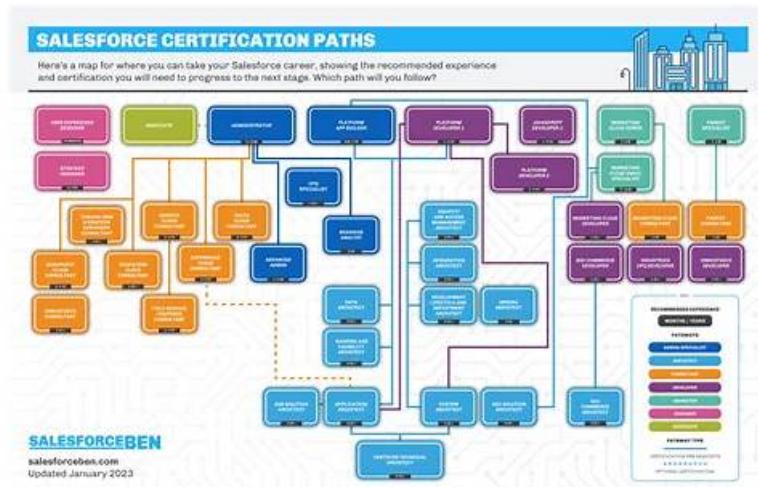


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Salesforce Marketing Cloud Advanced Cross Channel Accredited Professional Sample Questions (Q65-Q70):

NEW QUESTION # 65

Can Social Studio's Sentiment Model be customized? 01m 05s

- A. No, this is a managed service provided by only by Salesforce.
- **B. No, the sentiment is driven by Einstein calculations.**
- C. Yes, after you have loaded your Twitter certification number.
- D. Yes, customization options are available in Admin

Answer: B

NEW QUESTION # 66

Which three ways can an administrator improve how quickly Journey Builder processes records for entry?

Choose 3 answers

- A. Make sure you are connected to a fiber internet connection.
- B. Use an ETL tool such as Automation Studio for large-scale segmentation before admitting contacts into Journey Builder instead of filtering contacts within the entry source.
- C. Create a pre-filtered, sendable copy of the data extension for each journey instead of using the same data extension for multiple journeys.
- D. Create a user ID and permission set that will be used only for the configuration of Journey Builder processing.
- E. Do not use a filter in the entry source to filter more than 50% of your contacts

Answer: B,C,E

NEW QUESTION # 67

What is the primary function of Einstein Copy Insights?

- A. Give insight on Email message copy to understand which text is resonating with Contacts
- B. Recommend best copy for web content for blogs, articles, etc.
- C. Drive higher Mobile App engagement through optimized Push message copy
- D. Analyze the subject lines to uncover insights and optimize email engagement

Answer: A

NEW QUESTION # 68

A deployment specialist sends an Inbox message to your customer audience "Loyalty Program". The next week, they send a message to the same audience using the Replace Inbox feature, but now that audience has some members that no longer exist. What is the expected outcome?

- A. The new message replaces the first message only for users who no longer exist in the audience
- B. All users receive the new message, but only if they've read the first message
- C. The new message replaces the first message, and for users who no longer exist in the audience, the first message is deleted from the user's inbox
- D. The new message replaces the first message for every user who received the first message, regardless if they still exist in the audience or not

Answer: D

NEW QUESTION # 69

Where are Topic Profiles configured for use in Command Center?

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

Answer: C

NEW QUESTION # 70

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