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Salesforce Marketing Cloud Advanced Cross Channel Accredited Professional Sample Questions (Q101-Q106):

NEW QUESTION # 101

What Einstein functionality makes predictions for email only?

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

Answer: B

NEW QUESTION # 102

What is true about Inbox message:

- A. Alert+inbox consume 1 supermessage.
- B. It can open any public url also and not only cloud page
- C. Contact owns the message not the device.
- **D. Device owns the message not the contact.**

Answer: D

NEW QUESTION # 103

Which two use cases are best suited for the new MC Transactional Messaging API?

- **A. Password Resets**
- B. Subscription reminders
- C. Flash Sales
- **D. Order confirmations**

Answer: A,D

NEW QUESTION # 104

Where would you add a topic profile

- A. Social studio automate
- **B. Admin settings**
- C. Social studio engage
- D. Workspace settings

Answer: B

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 # 105

What is prerequisite for email/web recommendations: select 2

- **A. collect tracking code**
- **B. catalog**

Answer: A,B

Explanation:

Understanding Email/Web Recommendations:

* Purpose: Recommendations (in email or on a website) use data about customer behavior and product information to suggest products or content that a customer is likely to be interested in.

Prerequisites:

* A. Collect Tracking Code: This is crucial. The Collect Tracking Code is a JavaScript snippet that you place on your website. It tracks user behavior (page views, product views, purchases, etc.) and sends this data to Marketing Cloud. This behavioral data is essential for generating personalized recommendations.

* B. Catalog: A catalog is a structured file (usually CSV or XML) that contains information about your products or content (e.g., product ID, name, description, price, image URL). The catalog is imported into Marketing Cloud and provides the inventory from which recommendations are drawn.

Why A and B Are Essential:

* Data-Driven Recommendations: Recommendations rely on data. The Collect Tracking Code provides behavioral data, and the catalog provides product data.

* Personalization: Without these data sources, recommendations would be generic and not personalized to individual customers.

NEW QUESTION # 106

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