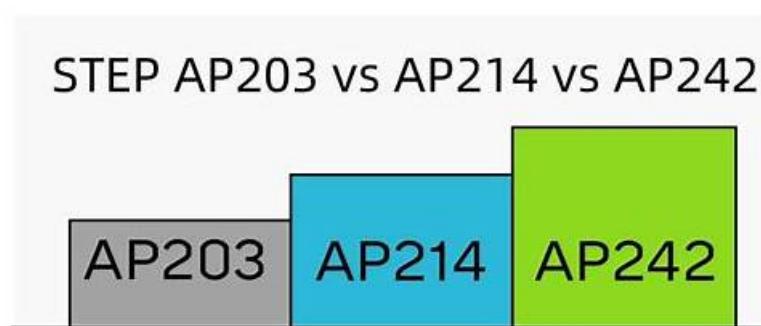


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## **Salesforce Marketing Cloud Advanced Cross Channel Accredited Professional Sample Questions (Q70-Q75):**

### **NEW QUESTION # 70**

In which section can you define fatigue rules to restrict a user from being recommended same content multiple times

- A. Einstein copy insights
- B. Einstein engagement scoring
- **C. Einstein content selection**

### **Answer: C**

Explanation:

Understanding Content Fatigue:

\* Content fatigue occurs when subscribers receive the same or very similar content repeatedly, leading to decreased engagement or even unsubscribes.

Einstein Content Selection and Fatigue Rules:

\* Einstein Content Selection is a feature that uses AI to personalize content for each subscriber at the time of send. It takes into account subscriber preferences, past behavior, and available content assets.

\* Fatigue Rules: Within Einstein Content Selection, you can define "fatigue rules" (also sometimes referred to as "exclusion rules"). These rules prevent the system from recommending the same content to a subscriber too frequently within a defined timeframe.

Why Other Options Are Incorrect:

\* B. Einstein Copy Insights: Focuses on analyzing subject line performance and providing recommendations, not on managing content fatigue.

\* C. Einstein Engagement Scoring: Predicts the likelihood of a subscriber engaging with emails (opening, clicking, unsubscribing). It doesn't directly control content selection or fatigue rules.

#### **NEW QUESTION # 71**

What are three differences between the new MC Transactional Messaging API and previous MC triggered message API versions?

- A. The software can track each message utilizing the Event Notification service.
- B. API runs on an updated messaging platform which improves scale and send speed
- C. MC Transactional Messaging requires the selection of prioritization - low, medium or high priority.
- D. Transactional messaging limits the number of API calls a minute.
- E. Messages are sent as quickly as possible. For email, there is no more low, medium, or high priority.

**Answer: A,B,E**

#### **NEW QUESTION # 72**

On which social channel can users create ad audiences?

- A. Tiktok
- B. Twitter (X)
- C. Houzz
- D. Instagram

**Answer: D**

#### **NEW QUESTION # 73**

What is the difference between an in-app message and an inbox message?

- A. An inbox message is plain text, whereas an in-app message can be populated by a CloudPage
- B. An inbox message only works on iOS, but in-app messages work on both iOS and Android
- C. An inbox message shows only one time to the user, whereas an in-app message keeps getting shown until its expiry date.
- D. An inbox message is sent to an inbox that's part of user's mobile app, and stays in the user's inbox for a specified time, whereas an in-app message displays to the user only one time.

**Answer: D**

#### **NEW QUESTION # 74**

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 # 75**

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