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013

## UJIAN AKHIR SESI AKADEMIK

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## Salesforce Marketing Cloud Advanced Cross Channel Accredited Professional Sample Questions (Q29-Q34):

### NEW QUESTION # 29

What does Priority in an in App message determine?

- A. Which message shows first in the lock-screen or notification tray, when the user receives multiple push notifications to their device
- B. If the priority is set to 1, then the user's device will vibrate to let them know
- C. Which message shows first when the user opens the app, when multiple-inapp messages are present on the user's device
- D. Where on the screen (top, middle, bottom) the in-app message should appear

**Answer: C**

### NEW QUESTION # 30

Which is true about SMS Keywords other than HELP or STOP?

- A. Keywords created in any business unit can be shared to any other business unit
- B. Keywords created at the parent business unit are not available in child business units unless they are shared to specific child business units
- C. Keywords created at the parent business unit, are available in all the child business units
- D. Keywords created at a business unit level, whether parent or child, remain available only to that business unit

**Answer: D**

### NEW QUESTION # 31

Benefit of IS (advanced real-time personalization across various channel, unified customer profile) ---

- A. Listen, Understand, Act
- B. Understand, decide act

**Answer: A**

### NEW QUESTION # 32

What is true about Einstein engagement frequency (EEF). Select 3

- A. It uses last 30 days engagement data
- B. The model uses data available only in your account
- C. Used to determine correct no of mails to be sent so that there are less unsubscribes due to email fatigue.
- D. EEF uses only commercial send data not transactional

**Answer: B,C,D**

Explanation:

Understanding Einstein Engagement Frequency (EEF):

Purpose: EEF is a Marketing Cloud Einstein feature that helps optimize email send frequency for each subscriber. It aims to reduce unsubscribes and improve engagement by sending the right number of emails to each person.

How it Works: EEF analyzes historical engagement data (opens, clicks, etc.) to predict the optimal send frequency for each subscriber.

Correct Statements:

A: EEF uses only commercial send data not transactional: EEF focuses on optimizing marketing email frequency. Transactional emails (order confirmations, password resets) are typically triggered by specific events and are not part of EEF's optimization.

B: The model uses data available only in your account: EEF's predictions are based on the engagement data within your specific Marketing Cloud account. It doesn't use data from other accounts or external sources.

C: Used to determine the correct no of mails to be sent so that there are fewer unsubscribes due to email fatigue: This is the core purpose of EEF. It aims to find the "sweet spot" for each subscriber - enough emails to keep them engaged, but not so many that

they unsubscribe due to email fatigue.

Incorrect Statement:

D: It uses the last 90 days of engagement data: EEF uses the last 28 days of engagement data, not 90.

In Summary:

EEF uses your account's commercial email send data from the last 28 days to determine the optimal email frequency for each subscriber, reducing unsubscribes. A, B, and C are correct.

### NEW QUESTION # 33

Globex Supermarkets are setting up Beacons in their stores, and set up one beacon in the produce section, and another in the deli section. Why should they lower the Transmit Power setting on the beacons?

- A. They should always be set to High Transmit Power setting
- B. So that even devices with Bluetooth turned off can receive messages triggered by the beacons
- C. So that even devices with Push Notifications turned off can receive messages triggered by the beacons
- **D. It prevents both the produce message and the deli message from being triggered in both places**

**Answer: D**

### NEW QUESTION # 34

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