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Salesforce Advanced-Cross-Channel

Salesforce Advanced Cross Channel Accredited Professional

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Salesforce Advanced-Cross-Channel Certification Exam is designed for professionals who are seeking to validate their expertise in implementing and managing cross-channel marketing campaigns across multiple channels. Salesforce Advanced Cross Channel Accredited Professional certification exam is for individuals who have a strong understanding of the Salesforce Marketing Cloud platform and can leverage it to create and execute complex, multi-channel campaigns. Passing Advanced-Cross-Channel exam will demonstrate your ability to design, manage and optimize cross-channel campaigns that deliver personalized experiences to customers.

Salesforce ACP certification exam is intended for professionals who have experience working with the Salesforce platform and its related tools. Advanced-Cross-Channel exam covers multiple topics including cross-channel campaign planning, account-based marketing, social listening, data management, event tracking, and analytics. Candidates are expected to have an in-depth knowledge of these areas, as well as a solid understanding of Salesforce Marketing Cloud and Pardot.

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The Salesforce Advanced Cross Channel Accredited Professional certification exam consists of 60 multiple-choice questions that must be completed within 90 minutes. Advanced-Cross-Channel exam covers various topics such as journey building, email marketing, mobile marketing, social media marketing, and web personalization. To pass the exam, candidates must score at least 63% or higher. Upon passing the exam, individuals will receive the Salesforce Advanced-Cross-Channel Accredited Professional certification, which is a valuable asset in the job market as it demonstrates their expertise in cross-channel marketing using Salesforce Marketing Cloud.

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

NEW QUESTION # 31

What are two ways Real-time Interaction Management (RTIM) with Interaction Studio helps marketers to personalize the customer experience?

- A. Next Best Action
- **B. Data Aggregation**
- **C. Orchestration**
- D. Data Storage

Answer: B,C

NEW QUESTION # 32

Which three are fields in the Mobileconnect Demographics table?
Choose 3 answers

- **A. Region**
- B. Channel
- **C. Email**
- D. Last Name
- **E. City**

Answer: A,C,E

NEW QUESTION # 33

What is prerequisite for email/web recommendations: select 2

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

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 # 34

How does Send Time Optimization (STO) help marketers optimize their marketing campaigns?

Answer:

Explanation:

STO predicts the best time to send a message for each contact through Journey Builder. STO uses all commercial and transactional send data to determine trends in message engagement and optimize sends. STO analyzes the best time to send a scheduled batch send from Email Studio based on the content in the email. STO can help send SMS messages at the time individuals are most likely to engage with the message. A

NEW QUESTION # 35

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

- A. EEF uses only commercial send data not transactional
- B. Used to determine correct no of mails to be send so that there are less unsubscribes due to email fatigue.
- C. The model uses data available only in your account
- D. It uses last 90 days engagement data

Answer: A,B,C

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 # 36

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