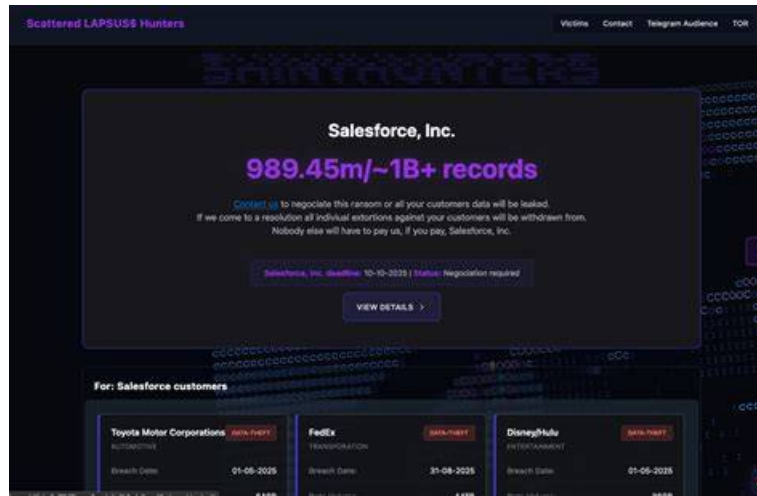


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In order to prepare for the Salesforce Advanced-Cross-Channel Exam, candidates should have a thorough understanding of the Salesforce Marketing Cloud platform and its various components. They should also have experience in implementing cross-channel marketing campaigns and be familiar with best practices for creating personalized customer experiences. Salesforce offers a range of study materials and resources to help candidates prepare for the exam, including online courses, study guides, and practice exams.

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Salesforce Advanced-Cross-Channel Accredited Professional certification is an important credential for professionals who want to enhance their skills in cross-channel marketing. Salesforce Advanced Cross Channel Accredited Professional certification exam covers a wide range of topics related to marketing automation, email marketing, and cross-channel marketing, and requires candidates to demonstrate their ability to use Salesforce Marketing Cloud to design and launch effective marketing campaigns across multiple channels. Candidates who pass the exam will be able to demonstrate their expertise in this area to potential employers and clients, and will be better equipped to help businesses achieve their marketing goals.

Salesforce Advanced Cross Channel Accredited Professional Sample Questions (Q15-Q20):

NEW QUESTION # 15

What is the fastest method of adding web analytics tags to all posts created in Social Studio Publish?

- A. Individually

- B. Post Approvals
- **C. Publish Macros**
- D. Workspace Shared Notes

Answer: C

NEW QUESTION # 16

What is true about contact data and journey data.

- A. Contact data is static and journey data is updated data
- **B. Journey data is static and contact data is updated data.**

Answer: B

NEW QUESTION # 17

Select features Einstein content selection, Select 2

- **A. Uses open time email content**
- **B. Content selection based on business rules**

Answer: A,B

Explanation:

Einstein Content Selection Key Features:

* A. Uses open time email content: This is a core aspect of Einstein Content Selection. It selects and inserts content into emails at the time the subscriber opens the email, rather than at the time of send.

This allows for highly personalized and up-to-date content.

* B. Content selection based on business rules: You can define business rules within Einstein Content Selection to control how content is selected. This includes things like:

* Fallback Rules: Specifying default content to use if no personalized content is available.

* Exclusion/Fatigue Rules: Preventing certain content from being shown too frequently or to specific segments.

* Attribute Matching Rules: Matching content assets to subscriber profiles based on attributes (e.g., showing women's clothing to subscribers identified as female).

Why A and B Are Correct:

* Open-Time Personalization: Einstein Content Selection is designed for dynamic, open-time content personalization.

* Business Rules Control: Business rules are essential for ensuring that Einstein Content Selection aligns with your marketing strategy and goals.

NEW QUESTION # 18

Which two concepts are types of Journeys?

Choose 2 answers

- **A. Single-send**
- **B. Triggered**
- C. Multi-step
- D. Promotional

Answer: A,B

NEW QUESTION # 19

Which three features are supported in MC Advertising Studio?

- **A. LinkedIn user matching**
- **B. LinkedIn company matching**
- C. TikTok user matching
- **D. Facebook advanced match**

- Answer: A,B,D**

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