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Salesforce Advanced Cross Channel Accredited Professional Sample

Questions (Q80-Q85):

NEW QUESTION # 80

Where would you set a threshold limit in social studio

- A. workspace settings
- B. tab in engage
- C. enterprise admin settings
- D. column in engage

Answer: A

Explanation:

* Understanding Threshold Limits: In Social Studio, a threshold limit is a setting that determines how many mentions of specific keywords or topics you want to trigger an alert. This helps you manage the volume of social data and focus on the most important conversations.

* Navigating Social Studio: Social Studio is organized around workspaces, which are collaborative spaces for teams to manage social media activities.

* Workspace Settings as the Key: Workspace settings control how individual workspaces operate, including things like user roles, post approval workflows, and notification settings. It makes sense that thresholds related to monitoring are controlled at the workspace level.

* Detailed Steps Within Workspace Settings:

* Access Workspace Settings: In Social Studio, you navigate to "Admin" and then find the specific workspace where you want to set the threshold. Within that workspace, you'll see a "Workspace Settings" option.

* Notification Settings: Within "Workspace Settings," you look for a section related to

"Notifications" or "Alerts." This is where you configure how and when you want to be notified about social media activity.

* Threshold Configuration: Within the notification settings, you'll find options to set thresholds for different types of mentions. For example, you might set a threshold to receive an email alert if your brand name is mentioned more than 50 times in an hour.

* Why Other Options Are Incorrect:

* A. Enterprise Admin Settings: Enterprise admin settings control overall Social Studio account settings, user management, and integrations, but they don't manage workspace-specific notifications.

* C. Tab in Engage: Engage tabs are used to view and interact with social media content. While you might see alerts based on a threshold in Engage, you don't set the threshold itself there.

* D. Column in Engage: Engage columns are customizable views of social media content within a tab. They are used for monitoring and engagement, but not for setting threshold limits.

* "Thresholds" in "Admin" settings refer to the total count for mentions or posts in a topic profile, not the threshold limit for notifications for social listening.

In Summary:

Workspace settings in Social Studio are where you control the notification thresholds, making B. workspace settings the correct answer. You configure the criteria and frequency at which you want to receive alerts about specific social media mentions within the workspace settings.

NEW QUESTION # 81

If a subscriber, who joined 2 weeks ago, clicks the main CTA (download mobile app), send the subscriber email content on the top five mobile app features. If not, send original email. 50K max daily audience. Series of 3 emails. Based on the scenario above, what is the best solution to automate this daily campaign?

- A. Write a SQL query activity joining the sendable audience with the CLICK data view to identify who clicked the "Download Mobile App" link.
- B. Use Journey Builder Engagement Splits to identify who Clicked the "Download Mobile App" link.
- C. Create a daily automation in Automation Studio that includes a single SQL query activity that populates a sendable data extension based on the campaign criteria (joined two weeks ago).
- D. Use Journey Builder 's (JB) Data Extension Entry Source and JB Email Activities
- E. Use Automation Studio 's (AS) Query Entry Source and AS Send Email Activities

Answer: B,C,D

NEW QUESTION # 82

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

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

Answer: A,B

NEW QUESTION # 83

What does Priority in an in App message determine?

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

Answer: A

NEW QUESTION # 84

What does Einstein copy Insight take into account, Select 3(arul's answer a,b,c)

- A. spelling and punctuation errors
- B. emotional tone of subject line
- C. engagement data
- D. Frequently used phrases in subject line

Answer: B,C,D

Explanation:

* Understanding Einstein Copy Insights:

* Purpose:Einstein Copy Insights, a feature in Marketing Cloud, analyzes your subject lines to predict their performance and provide recommendations for improvement.

* Correct Statements:

* A. Frequently used phrases in subject line:Einstein Copy Insights identifies phrases that are commonly used in your subject lines and analyzes their historical performance. This helps you understand which phrases are effective and which might be overused.

* C. Emotional tone of subject line:The model assesses the emotional tone of your subject lines (e.

g., positive, negative, neutral) and correlates it with engagement rates. This helps you craft subject lines that resonate with your audience.

* D. Engagement data:This is fundamental to Einstein Copy Insights. The model analyzes historical engagement data (open rates, click-through rates) for your subject lines to identify patterns and make predictions.

* Incorrect Statement:

* B. Spelling and punctuation errors:While good spelling and punctuation are important for email deliverability and professionalism, Einstein Copy Insightsdoesn'tspecifically analyze or flag these errors. It focuses on the content and its impact on engagement.

In Summary:

Einstein Copy Insights analyzes frequently used phrases, the emotional tone of subject lines, and historical engagement data to predict subject line performance.A, C, and D are correct.

NEW QUESTION # 85

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