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Salesforce Marketing Cloud Advanced Cross Channel Accredited Professional Sample Questions (Q36-Q41):

NEW QUESTION # 36

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 # 37

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

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

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 # 38

How much historical data is immediately available when a managed FB account is added to Social Studio?

- A. Six Months
- B. One Year
- C. Thirty days
- D. One week

Answer: C

NEW QUESTION # 39

How long does the activation process take for Einstein Engagement Frequency?

- A. up to 72 hours
- B. up to 24 hours
- C. up to six hours
- D. up to one hour

Answer: A

NEW QUESTION # 40

How often are the Einstein Engagement Scoring models updated?

- A. Daily
- B. Monthly

- C. Hourly
- D. Weekly

Answer: B

NEW QUESTION # 41

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