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Salesforce Marketing Cloud Advanced Cross Channel Accredited Professional Sample Questions (Q20-Q25):

NEW QUESTION # 20

When are customers eligible to be send a message in STO(when customer will engage then its sent)

- A. with the next hour

- B. Within the first minute of next hour.
- C. At the hour user engages Within the next 24hours
- D. immediately when the STO activity arrives

Answer: C

Explanation:

Understanding Send Time Optimization (STO):

* Purpose: STO is a Marketing Cloud feature that uses AI to determine the optimal time to send an email to each individual subscriber, maximizing the likelihood of engagement.

* How it Works: STO analyzes a subscriber's historical engagement data (when they typically open and click emails) to predict the best send time within a 24-hour window.

STO Send Time Logic:

* Prediction Window: STO predicts the hour within the next 24 hours when a subscriber is most likely to engage.

* Send at Predicted Hour: The email is sent during that predicted hour.

* It's not immediate: STO doesn't send emails immediately upon entering the activity. It waits for the predicted optimal hour.

* It's not within the first minute of the next hour: STO determines a specific hour, not just the start of the next hour.

* It's not necessarily within the next hour: The predicted hour could be several hours away, depending on the subscriber's engagement history.

NEW QUESTION # 21

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

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

Answer: A,B,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 # 22

How does social studio unify anonymous and known identities?

- A. social networking
- B. Deterministic matching

Answer: B

NEW QUESTION # 23

Where would you set a threshold limit in social studio

- A. workspace settings
- B. enterprise admin settings
- C. tab in engage
- 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 # 24

What is the difference between an in-app message and an inbox message?

- A. An inbox message only works on iOS, but in-app messages work on both iOS and Android
- B. An inbox message is sent to an inbox that's part of user's mobile app, and stays in the user's inbox for a specified time, whereas an in-app message displays to the user only one time.
- C. An inbox message shows only one time to the user, whereas an in-app message keeps getting shown until its expiry date.
- D. An inbox message is plain text, whereas an in-app message can be populated by a CloudPage

Answer: B

NEW QUESTION # 25

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