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Salesforce Marketing Cloud Advanced Cross Channel Accredited Professional Sample Questions (Q10-Q15):

NEW QUESTION # 10

What is the fastest way to add a classification to a post?

- **A. Macro**
- B. Classification cannot be added to a post
- C. Add classification manually to each post.

Answer: A

Explanation:

* Understanding Classifications and Macros:

* Classifications: In Social Studio, classifications are tags or labels you apply to posts to categorize them (e.g., sentiment, product, campaign, etc.). They are essential for analysis and reporting.

* Macros: Macros are pre-defined sets of actions that can be applied to posts with a single click.

They automate repetitive tasks.

* Why Macros are the Fastest:

- * Automation: Macros are designed for efficiency. You can create a macro that applies a specific classification (or a set of classifications) to a post automatically.
- * One-Click Application: Instead of manually selecting the classification from a dropdown menu for each post, you simply select the post(s) and apply the relevant macro.
- * How to Use Macros for Classifications:
- * Create a Macro: In Social Studio, go to "Admin" then find "Macros" under your workspace. Create a new macro and name it appropriately (e.g., "Classify as Positive Sentiment").
- * Define Macro Actions: Within the macro, add an action to "Set Classification." Choose the desired classification tag(s).
- * Apply the Macro: In Engage, select the post(s) you want to classify. From the action menu, choose your macro.
- * Why Other Options Are Incorrect:
- * B. Add classification manually to each post: While you can add classifications manually, it's time-consuming, especially when dealing with a large volume of posts.
- * C. Classification cannot be added to a post: This is incorrect. Classifications are a fundamental part of organizing and analyzing social data in Social Studio.

In Summary:

Macros provide the fastest way to add classifications to posts in Social Studio because they automate the process, allowing you to apply classifications with a single click. Therefore, A. Macro is the correct answer.

NEW QUESTION # 11

What is supported as a managed account in Social Studio?

- A. Amazon
- B. Google My Business
- C. Reddit
- D. Yelp

Answer: B

NEW QUESTION # 12

Which channel solution is managed by the sitemap in Interaction Studio?

- A. Web
- B. Serve-side
- C. Email
- D. Mobile

Answer: A

NEW QUESTION # 13

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

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

Answer: A

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 # 14

What two options are needed when configuring a decision split using Attribute-to-Attribute comparison?

- A. An expression builder references Journey Data and Journey Filtered : activities
- B. Nullable fields to be used for comparing your Journey Data and Contact Data fields
- C. Non-nullable fields to be used for comparing your Journey Data and Contact Data fields
- D. An expression builder references Journey Data and Contact Data.

Answer: C,D

NEW QUESTION # 15

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For example, functions that return addresses often use zero as an error AP-214 return, because addresses are usually considered unsigned and the valid addresses span the entire range of possible return values.

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