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## Salesforce Marketing Cloud Advanced Cross Channel Accredited Professional Sample Questions (Q59-Q64):

### NEW QUESTION # 59

how many activities recommended in a journey canvas.(150-200)

- A. 0
- B. 1
- C. 2
- D. 3

**Answer: A**

**NEW QUESTION # 60**

Which social network(s) support lead capture in Ad Studio?

- A. Twitter
- B. Google Adwords
- C. Instagram
- **D. Facebook**
- E. LinkedIn 2%

**Answer: D**

**NEW QUESTION # 61**

How does social studio unify anonymous and known identities?

- A. social networking
- **B. Deterministic matching**

**Answer: B**

**NEW QUESTION # 62**

A customer sends a note that they are getting inconsistent results using Contact Data in Journey Builder Decision Splits, while referencing One to Many Relationship defined in Data Designer. The customer explains that the SubscriberMaster Table is already linked to the MyOrders Table using Data Designer. Which three clarifying questions would help a consultant understand more?

- **A. Do any of the orders for that subscriber meet your decision split criteria?**
- **B. Are you using attribute to attribute comparison in your decision split criteria?**
- **C. Are there more than 100 order records that could match?**
- D. Are you integrated with other Salesforce Clouds?
- E. Is the Contact information spelled correctly?

**Answer: A,B,C**

**NEW QUESTION # 63**

send multiple emails over a period of 3 months with link to download mobile app. If link clicked then send app feature emails else same mails to download mobile app after every 3 days. How would you design this Multiple select?

- **A. use journey with email activities and engagement split activity**
- **B. use Journey data and not contact data**
- C. use query activity to query \_ click and use contact data in journey.
- D. use contact designer

**Answer: A,B**

**NEW QUESTION # 64**

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