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Salesforce Advanced-Cross-Channel      Salesforce Advanced Cross Channel Accredited Professional



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Salesforce Advanced-Cross-Channel Certification Exam is intended for professionals who have experience with Salesforce Marketing Cloud and are looking to enhance their skills and knowledge in cross-channel marketing. To be eligible for this certification, candidates must have completed the Salesforce Marketing Cloud Email Specialist and Salesforce Marketing Cloud Social Specialist certifications. Additionally, candidates should have a good understanding of marketing automation, data management, and customer engagement strategies.

## Salesforce Advanced Cross Channel Accredited Professional Sample Questions (Q100-Q105):

### NEW QUESTION # 100

In which place can the facebook ad campaign be viewed when created in ad studio?

- A. Harkebing Cloud Setup
- B. Facebook testing environment
- C. JourneyBuilder
- **D. Facebook Business Manager**

**Answer: D**

### NEW QUESTION # 101

How often are the Einstein Engagement Scoring models updated?

- A. Weekly
- B. Hourly
- C. Daily
- **D. Monthly**

**Answer: D**

### NEW QUESTION # 102

An administrator needs bankers to see banking-specific Distributed Marketing content and advisors to see advisor-specific Distributed Marketing content. Which two ways can an administrator meet these requirements?

- A. Industry Rules
- B. Financial Hierarchy
- **C. Role Hierarchy**
- **D. Sharing Rules**

**Answer: C,D**

Explanation:

\* Understanding the Problem:

\* We have two distinct user groups (bankers and advisors) within Distributed Marketing (a part of Marketing Cloud).

\* Each group needs to access different sets of marketing content.

\* We need to leverage Salesforce's security and sharing model to control this content visibility.

\* Why Role Hierarchy (A) is a suitable solution:

\* What it is: The Role Hierarchy in Salesforce defines the organizational structure and data visibility based on user roles. Users at higher levels in the hierarchy can typically see data owned by or shared with users below them.

\* How it helps: We can create a role hierarchy that reflects the relationship between bankers and advisors. For instance:

- \* Chief Banking Officer (Top Level)
  - \* Regional Banking Manager
  - \* Banker (Lowest Level for Bankers)
  - \* Chief Advisory Officer (Top level on advisor side)
  - \* Regional Advisory Manager
  - \* Advisor (Lowest level for Advisors)
  - \* Content association: Marketing content can be associated with specific roles. If banking content is associated with the "Banker" role or roles above it, then only users in those roles will see it. Similarly, advisor content can be associated with the "Advisor" role.
  - \* Default visibility: Users in the "Banker" role and above will not be able to see the content assigned to the "Advisor" role by default.
  - \* Why Sharing Rules (D) is also a suitable solution:
  - \* What it is: Sharing Rules allow you to extend record visibility beyond what's granted by the role hierarchy and organization-wide defaults. They let you share records with specific groups of users based on various criteria.
  - \* How it helps: We can create sharing rules to share:
    - \* Banking-specific content with a public group that contains all "Banker" users.
    - \* Advisor-specific content with a public group that contains all "Advisor" users.
  - \* Granular Control: Sharing rules offer flexibility. We can create owner-based sharing rules (share content based on the content owner's role) or criteria-based sharing rules (share content based on content properties, like a "Content Type" field set to "Banking" or "Advisory").
  - \* Why other options are not ideal:
    - \* B. Financial Hierarchy: There's no standard "Financial Hierarchy" concept within Salesforce's core data model or Distributed Marketing that directly maps to controlling content visibility in this way.
    - \* C. Industry Rules: While Salesforce might have industry-specific solutions or AppExchange apps that use the term "Industry Rules," there's no native "Industry Rules" feature specifically designed to control Distributed Marketing content access.
- Implementation Steps Using Role Hierarchy and Sharing Rules:
- \* Define Roles:
    - \* Go to Setup > Users > Roles.
    - \* Create roles like "Banker" and "Advisor" under appropriate parent roles in your hierarchy.
  - \* Create Public Groups:
    - \* Go to Setup > Users > Public Groups.
    - \* Create a "Bankers" group and add all users with the "Banker" role (and any other relevant roles, like a manager who needs to see the content).
    - \* Create an "Advisors" group similarly.
  - \* Set up Distributed Marketing Content:
    - \* In Marketing Cloud, when setting up Distributed Marketing, associate content with relevant roles. For example, mark banking-related content as visible to the "Banker" role and above.
    - \* Create Sharing Rules (if needed, or for more refined control):
      - \* Go to Setup > Security > Sharing Settings.
      - \* Under a relevant object (e.g., a custom object that holds your content), create a sharing rule.
      - \* Rule Type: Choose either owner-based (if content ownership determines access) or criteria-based (if content fields determine access).
      - \* Share with: Select the "Bankers" public group for banking content and the "Advisors" group for advisor content.
      - \* Access Level: Choose the appropriate access level (e.g., "Read Only").

In Summary:

By leveraging a combination of Role Hierarchy to establish baseline visibility and Sharing Rules to grant additional access as needed, the administrator can ensure that bankers see only banking-specific content and advisors see only advisor-specific content within Distributed Marketing.

### NEW QUESTION # 103

What is true for behavioral triggers. Multiple select.

- A. need catalog data
- B. need collect tracking code
- C. they cannot be modified

Answer: A,B

### NEW QUESTION # 104

What is the primary function of Einstein Copy Insights?

- A. Give insight on Email message copy to understand which text is resonating with Contacts
- B. Drive higher Mobile App engagement through optimized Push message copy
- C. Analyze the subject lines to uncover insights and optimize email engagement
- D. Recommend best copy for web content for blogs, articles, etc.

Answer: A

## NEW QUESTION # 105

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