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Salesforce Marketing Cloud Advanced Cross Channel Accredited Professional Sample Questions (Q53-Q58):

NEW QUESTION # 53

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

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

Answer: C

NEW QUESTION # 54

Which three factors are analyzed for each subject line by Einstein Copy Insights?

- A. Spelling Errors
- B. Emotional tone
- C. Improper punctuation
- D. Frequently used phrases
- E. Phrases that spark engagement

Answer: B,D,E

NEW QUESTION # 55

Events and journeys have a close relationship. When a contact takes action with a marketing message or system, Marketing Cloud creates an event instance with associated properties.

Which are three methods in which Entry Events initiate journeys in Journey Builder?

- A. Contact actions in response to marketing messages
- B. Data-modifications to a contact's profile information
- C. Status change through contact deletion operation
- D. Changes to a contact's attributes
- E. Data retention policies

Answer: A,D,E

NEW QUESTION # 56

What is the recommended maximum number of activities that should be on a single journey canvas?

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

Answer: C

NEW QUESTION # 57

Which keywords does MobileConnect automatically recognize as STOP keywords?

- A. STOP, FINISH, END, UNSUB, LEAVE
- B. STOP, QUIT, CANCEL, END, UNSUBSCRIBE
- C. LEAVE, GOAUVAV, END, UNSUB, NO
- D. QUIT, END, OPTOUT, UNSUBSCRIBE, ENDNOW

Answer: B

NEW QUESTION # 58

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- [illegible]