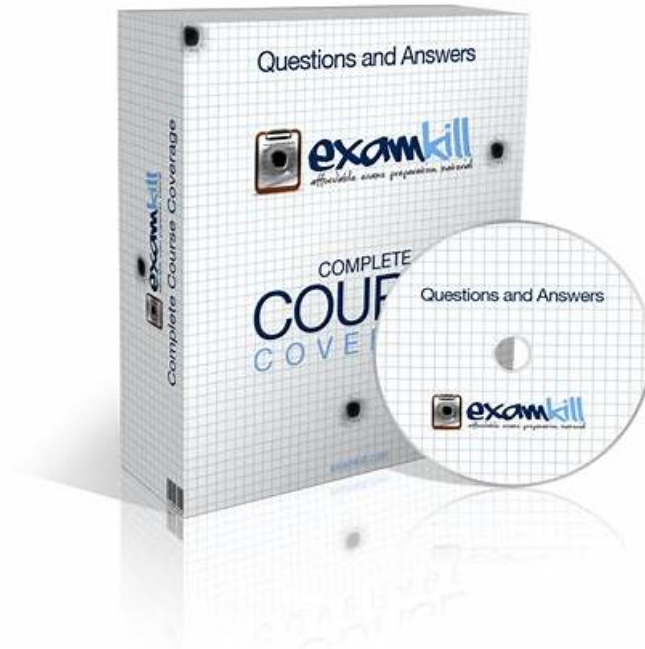


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## Salesforce Marketing Cloud Advanced Cross Channel Accredited Professional Sample Questions (Q96-Q101):

### NEW QUESTION # 96

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

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

**Answer: A,C,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 # 97**

On which social channel can users create ad audiences?

- A. Twitter (X)
- **B. Instagram**
- C. Tiktok
- D. Houzz

**Answer: B**

#### **NEW QUESTION # 98**

Which three are fields in the Mobileconnect Demographics table?

Choose 3 answers

- **A. Email**
- B. Last Name
- **C. City**
- D. Channel
- **E. Region**

**Answer: A,C,E**

#### **NEW QUESTION # 99**

Where are Topic Profiles configured for use in Command Center?

- A. Social Studio Automate
- B. Social Studio Engage
- **C. Social Studio Admin**
- D. Command Center Admin

**Answer: C**

#### **NEW QUESTION # 100**

You are using replace inbox message feature. But your audience has changed and some of the contacts who received the first

message do not exist. What would happen?

- A. inbox message is replaced for users who read the first message.
- B. the inbox message is replaced only for users who do not exist:
- **C. Inbox message is replaced for existing users and deleted for users who do not exist.**
- D. the inbox message is replaced for all user.

**Answer: C**

## NEW QUESTION # 101

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