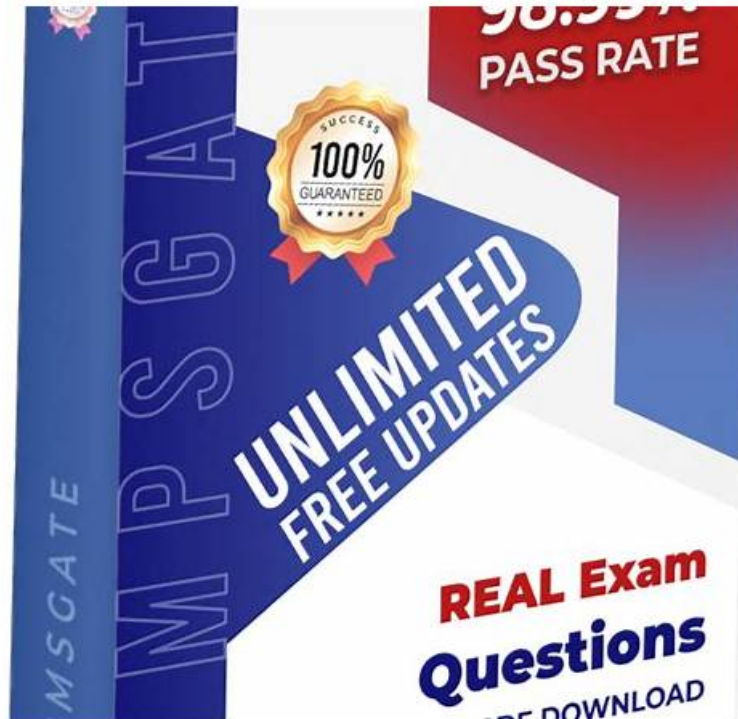


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## Salesforce Marketing Cloud Advanced Cross Channel Accredited Professional Sample Questions (Q27-Q32):

### NEW QUESTION # 27

Where would you set a threshold limit in social studio

- A. tab in engage
- B. enterprise admin settings
- C. column in engage

- D. workspace settings

**Answer: D**

Explanation:

- \* Understanding Threshold Limits: In Social Studio, a threshold limit is a setting that determines how many mentions of specific keywords or topics you want to trigger an alert. This helps you manage the volume of social data and focus on the most important conversations.
- \* Navigating Social Studio: Social Studio is organized around workspaces, which are collaborative spaces for teams to manage social media activities.
- \* Workspace Settings as the Key: Workspace settings control how individual workspaces operate, including things like user roles, post approval workflows, and notification settings. It makes sense that thresholds related to monitoring are controlled at the workspace level.
- \* Detailed Steps Within Workspace Settings:
  - \* Access Workspace Settings: In Social Studio, you navigate to "Admin" and then find the specific workspace where you want to set the threshold. Within that workspace, you'll see a "Workspace Settings" option.
  - \* Notification Settings: Within "Workspace Settings," you look for a section related to "Notifications" or "Alerts." This is where you configure how and when you want to be notified about social media activity.
  - \* Threshold Configuration: Within the notification settings, you'll find options to set thresholds for different types of mentions. For example, you might set a threshold to receive an email alert if your brand name is mentioned more than 50 times in an hour.
- \* Why Other Options Are Incorrect:
  - \* A. Enterprise Admin Settings: Enterprise admin settings control overall Social Studio account settings, user management, and integrations, but they don't manage workspace-specific notifications.
  - \* C. Tab in Engage: Engage tabs are used to view and interact with social media content. While you might see alerts based on a threshold in Engage, you don't set the threshold itself there.
  - \* D. Column in Engage: Engage columns are customizable views of social media content within a tab. They are used for monitoring and engagement, but not for setting threshold limits.
  - \* "Thresholds" in "Admin" settings refer to the total count for mentions or posts in a topic profile, not the threshold limit for notifications for social listening.

In Summary:

Workspace settings in Social Studio are where you control the notification thresholds, making B. workspace settings the correct answer. You configure the criteria and frequency at which you want to receive alerts about specific social media mentions within the workspace settings.

#### NEW QUESTION # 28

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

**Answer: A,C,E**

#### NEW QUESTION # 29

What is supported as a managed account in Social Studio?

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

**Answer: A**

### NEW QUESTION # 30

What is true about Einstein Engagement Scoring (EES)?

- A. EES requires Collect Code Tracking for web conversion predictions
- B. EES analyzes all send data from Marketing Cloud
- **C. EES can import historical purchase data to drive conversion predictions**
- D. EES takes into account custom unsubscribe handling

**Answer: C**

### NEW QUESTION # 31

How does Interaction Studio unify anonymous and known identities?

- A. Interaction Studio uses third party software to match anonymous and known identities
- **B. Interaction Studio monitors identifying information, then uses deterministic matching to determine if two or more profiles represent the same identity.**
- C. Interaction Studio synchronizes anonymous and known profiles once a day based on online traffic and data from offline sources
- D. Interaction Studio uses probabilistic matching to determine if two or more profiles represent the same identity

**Answer: B**

### NEW QUESTION # 32

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