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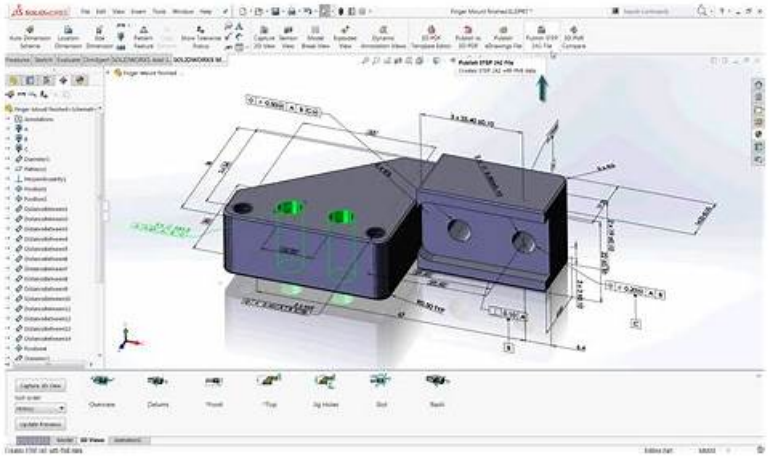

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Salesforce Marketing Cloud Advanced Cross Channel Accredited Professional Sample Questions (Q71-Q76):

NEW QUESTION # 71
What is true for behavioral triggers. Multiple select.

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

Answer: A,C

NEW QUESTION # 72
Where would you set a threshold limit in social studio

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

Answer: C

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" settingsrefer 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, makingB. workspace settingsthe 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 # 73
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. Status change through contact deletion operation
- B. Changes to a contact's attributes
- C. Data retention policies
- D. Data-modifications to a contact's profile information
- E. Contact actions in response to marketing messages

Answer: B,C,E

NEW QUESTION # 74
What happens when a paused journey is resumed?

- A. Users can choose whether or not to extend Wait durations by the length of time the journey was paused
- B. Wait durations are extended by the length of time the journey was paused
- C. Wait durations start over for each contact
- D. All contacts who were in Wait steps immediately proceed to the next activity

Answer: A

NEW QUESTION # 75
What user permission is required to configure SSO in social studio.

- A. custom user
- B. full user
- C. Super user
- D. limited user

Answer: C

Explanation:
* Understanding SSO and its Importance:
* SSO (Single Sign-On):SSO allows users to access multiple applications (like Social Studio) with a single set of credentials. It's a critical security and administrative feature.
* Security Implications:Configuring SSO involves integrating Social Studio with your organization's identity provider. This requires high-level permissions due to its impact on security and user access.
* Super User Role:
* Highest Level of Access:In Social Studio, the "Super User" role is the highest level of administrative access. Super Users have full control over the account, including all settings related to security, user management, and integrations.
* Why Super User is Needed for SSO:Because SSO configuration touches upon core security settings, it's restricted to Super Users to prevent unauthorized changes.
* Other Roles and Their Limitations:
* B. Full User:Full Users have broad access within workspaces but lack the administrative privileges to configure account-level settings like SSO.
* C. Custom User:Custom User roles are defined with specific permissions. While youcould theoretically create a custom role with SSO configuration access, it's generally not recommended and the Super User role is the standard for this task.
* D. Limited User:Limited Users have the most restricted access, primarily for viewing content within workspaces. They definitely don't have SSO configuration permissions.
In Summary:
Configuring SSO in Social Studio requires the highest level of administrative access, which is granted by the A. Super Userrole.

NEW QUESTION # 76
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