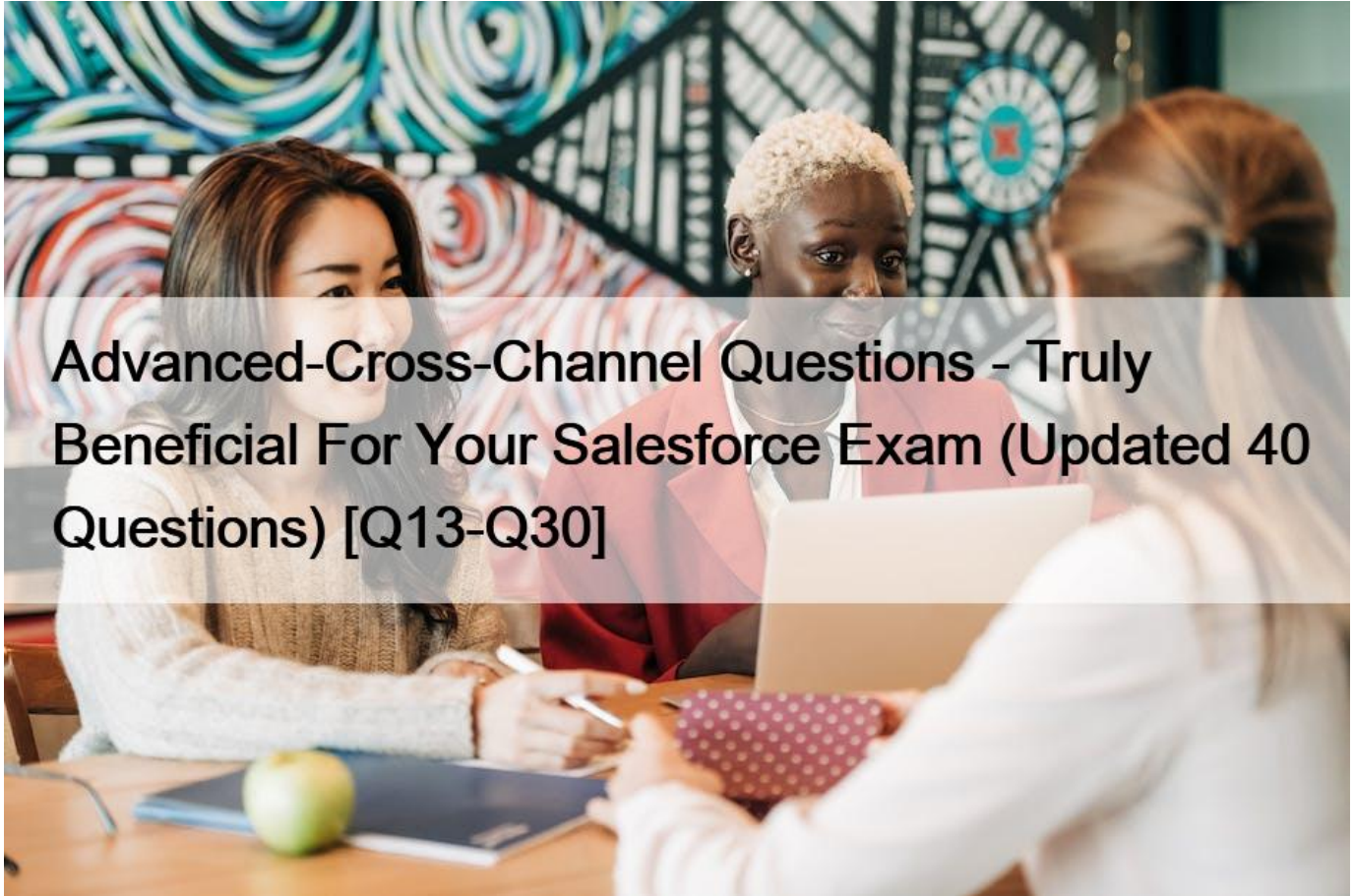


Advanced-Cross-Channel Questions - Truly Beneficial For Your Salesforce Exam (Updated 40 Questions) [Q13-Q30]



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Advanced-Cross-Channel Questions - Truly Beneficial For Your Salesforce Exam (Updated 40 Questions) View All Advanced-Cross-Channel Actual Exam Questions, Answers and Explanations for Free QUESTION 13

When are customers eligible to be send a message in STO(when customer will engage then its sent)

- * immediately when the STO activity arrives
- * Within the first minute of next hour.
- * with the next hour
- * At the hour user engages Within the next 24hours

QUESTION 14

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?

- * the inbox message is replaced for all user.
- * the inbox message is replaced only for users who do not exist:
- * inbox message Is replaced for users who read the first message.
- * Inbox message is replaced for existing usef s and deleted for users who do not exist.

QUESTION 15

What does Einstein copy Insight take into account, Select 3(arul’s answer a,b,c)

- * Frequently used phrases in subject line
- * spelling and punctuation errors
- * emotional tone of subject line
- * engagement data

QUESTION 16

3 possible reasons why a SMS message would fail to reach users mobile? (select 3 options)

- * switched off
- * SMS sent to landline number
- * mobile is in another call
- * out of cellular network coverage
- * Low battery

QUESTION 17

What data is there in mobile connect demographics, select3

- * City
- * Region
- * Email
- * First name
- * channel

QUESTION 18

What is true about Inbox message:

- * It can open any public url also and not only cloud page
- * Device owns the message not the contact.
- * Contact owns the message not the device.
- * Alert+inbox consume 1 supermessage.

QUESTION 19

Where would you set a threshold limit in social studio

- * enterprise admin settings
- * workspace settings
- * tab in engage
- * column in engage

QUESTION 20

Where can you see ad details for facebook ad campaign. Both advertising campaigns and journey builder)

- * Journey builder
- * On the facebook ad channel

QUESTION 21

What will you use to send a real time email to a customer with a dynamic buy link when available stock goes below 50? Select 2.

- * Journey api
- * Rest api
- * Transactional messaging api.
- * Email soap api

QUESTION 22

What is prerequisite for email/web recommendations: select 2

- * collect tracking code
- * catalog

QUESTION 23

Where to create topic profiles in command center?

- * command center
- * social automate
- * social admin

QUESTION 24

How frequently does Einstein Engagement Scoring update email?

- * Email daily
- * Mobile Weekly
- * Model Monthly

QUESTION 25

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

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

QUESTION 26

Decision split using contact data not working, myorders DE with 1 to many relationship configured in attribute group. What questions you need to ask to troubleshoot. Select multiple

- * Are u using attribute to attribute comparison.
- * Is there any spelling mistake in your contact attributes.
- * Are there any eligible matching orders for that particular contact

QUESTION 27

How are profiles merged in IS:

- * Once a day
- * Probabilistic matching
- * Deterministic matching on matched identities

QUESTION 28

What user permission is required to configure SSO in social studio.

- * Super user
- * full user
- * custom user
- * limited user

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