

Salesforce.Advanced-Cross-Channel.v2023-03-22.q13

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NEW QUESTION: 1

28, What are the functionalities of ad studio. Select multiple.

- A. myspace user match.
- B. tiktok user match.
- C. facebook advanced match.
- D. linkedin user match.
- E. linkedin Company match.

Answer: C,D,E (LEAVE A REPLY)

NEW QUESTION: 2

What is the fastest way to add a classification to a post?

- A. Macro
- B. Add classification manually to each post.
- C. Classification cannot be added to a post

Answer: (SHOW ANSWER)

NEW QUESTION: 3

What is true about SMS keywords other than HELP and STOP?

- A. keywords in parent business unit can be shared to any child business units
- B. keywords in child business unit can be shared between other child business units
- C. keywords in parent or child business unit are available only in that business unit
- D. keywords in parent business unit are automatically available to all child business units

Answer: C (LEAVE A REPLY)

NEW QUESTION: 4

What data is there in mobile connect demographics, select 3

- A. channel
- B. Region
- C. Email
- D. First name
- E. City

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 5

In social studio how many columns are used in a engage tab (max 30 tabs in a engage, no limit for columns in each tab) and each column contains max 50 accounts)

- A. 100
- B. No limit
- C. 50
- D. 15

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 6

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

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

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 7

What is true about contact data and journey data.

- A. Journey data is static and contact data is updated data.
- B. Contact data is static and journey data is updated data

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 8

How does real time interaction management (RTM) in IS help marketer to provide personalized content to user, Select multiple

- A. Orchestration
- B. Data aggregation
- C. Unified customer profile

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 9

How does Marketing cloud connect help when you want to trigger journey when a record is created in sales cloud contact, Select 2.

- A. Use synchronized de, query to a sendable DE and use automation studio schedule to inject contact every 15 mins
- B. Sales cloud entry audience in journey builder
- C. Use a api to trigger journey directly from ecom site and use email address as subscriber key.
- D. Use an api to create record in sales cloud directly from the ecom site

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 10

You are getting an error while trying to make an inbox message as inactive. What could be the possible reason.

- A. The message has already been sent. (once started to send cannot mark as inactive)
- B. The message is already scheduled/active
- C. Some automation activity is using the inbox message

Answer: A (LEAVE A REPLY)

NEW QUESTION: 11

What is true about Inbox message:

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 12

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

- A. Email soap api
- B. Journey api
- C. Rest api
- D. Transactional messaging api.

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 13

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

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

Answer: C (LEAVE A REPLY)

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