



QUESTION & ANSWER

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Exam : **Marketing Cloud
Advanced Cross Channel**

Title : **Salesforce Marketing Cloud
Advanced Cross Channel**

Version : **DEMO**

1. Where would you set a threshold limit in social studio

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

Answer: D

2. Where would you add a topic profile

- A. Social studio automate
- B. Admin settings
- C. Workspace settings
- D. Social studio engage

Answer: B

3. 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: A

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

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

Answer: A

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

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

Answer: A,B,C