



**Free Questions for [Marketing-Cloud-Advanced-Cross-Channel](#)
by [go4braindumps](#)**

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Question 1

Question Type: MultipleChoice

How frequently does Einstein Engagement Scoring updates to email?

Options:

A- Email daily

B- Mobile Weekly

C- Model Monthly

Answer:

B

Question 2

Question Type: MultipleChoice

How does social studio unify anonymous and known identities?

Options:

A- Deterministic matching

B- social networking

Answer:

A

Question 3

Question Type: MultipleChoice

Where to create topic profiles in command center?

Options:

A- command center

B- social automate

C- social admin

Answer:

C

Question 4

Question Type: MultipleChoice

In beacon message, what does the field limit number of messages for a device' control?

Options:

- A- send only particular number of messages in 24 hours
- B- send only particular number of messages in a week
- C- send only particular number of messages in 72hrs
- D- send not more than particular number of messages in a active period.

Answer:

D

Question 5

Question Type: MultipleChoice

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

Options:

- A-** keywords in parent business unit are automatically available to all 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 can be shared to any child business units

Answer:

C

Question 6

Question Type: MultipleChoice

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

Options:

- A- switched off
- B- SMS sent to landline number
- C- mobile is in another call
- D- out of cellular network coverage
- E- Low battery

Answer:

A, B, D

Question 7

Question Type: MultipleChoice

How does social studio unify anonymous and known identities?

Options:

A- Deterministic matching

Answer:

A

Question 8

Question Type: MultipleChoice

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)

Options:

A- 50

B- 100

C- 15

D- No limit

Answer:

D

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