Salesforce

MARKETING-CLOUD-ADVANCED-CROSS-CHANNEL Exam

Marketing Cloud Advanced Cross Channel Accredited Professional

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Version: 5.1

Question: 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: B

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" settings refer 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, making B. workspace settings the correct answer. You configure the criteria and frequency at which you want to receive alerts about specific social media mentions within the workspace settings.

Question: 2

Where would you add a topic profile

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

Answer: B

Explanation:
Understanding Topic Profiles:
Topic profiles are the core of social listening in Social Studio. They define the keywords, social accounts, and other criteria used to capture relevant social media mentions.
Admin Settings as the Central Hub:
Admin settings in Social Studio are the central location for managing overall account configurations, user permissions, and, importantly, topic profiles.
Detailed Steps:
Access Admin Settings: In Social Studio, you'll click on your profile avatar in the top right corner and then select "Admin".
Topic Profiles Section: Within the Admin panel, you'll find a dedicated section for "Topic Profiles."
Create/Edit Topic Profiles: This is where you can create new topic profiles or edit existing ones. You'll define keywords, include/exclude terms, specify languages, locations, media types, and link social accounts.
Why Other Options Are Incorrect:
A . Social Studio Automate: Social Studio Automate is used for automating actions based on rules (e.g., automatically routing posts to different teams, adding classifications). It's not where you create the foundation of social listening (topic profiles).
C . Workspace Settings: Workspace settings manage collaboration and workflow within a specific workspace. While you might use topic profiles within a workspace, you don't create them there.
D . Social Studio Engage: Engage is for viewing and interacting with social media content that has already

been captured based on your topic profiles. You don't create topic profiles in Engage.
In Summary:
Topic profiles, the foundation of social listening in Social Studio, are created and managed within B. Admin settings.

Question: 3

What is the fastes 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

Explanation:
Understanding Classifications and Macros:
Classifications: In Social Studio, classifications are tags or labels you apply to posts to categorize them (e.g., sentiment, product, campaign, etc.). They are essential for analysis and reporting.
Macros: Macros are pre-defined sets of actions that can be applied to posts with a single click. They automate repetitive tasks.
Why Macros are the Fastest:
Automation: Macros are designed for efficiency. You can create a macro that applies a specific classification (or a set of classifications) to a post automatically.
One-Click Application: Instead of manually selecting the classification from a dropdown menu for each post, you simply select the post(s) and apply the relevant macro.
How to Use Macros for Classifications:
Create a Macro: In Social Studio, go to "Admin" then find "Macros" under your workspace. Create a new macro and name it appropriately (e.g., "Classify as Positive Sentiment").
Define Macro Actions: Within the macro, add an action to "Set Classification." Choose the desired classification tag(s).
Apply the Macro: In Engage, select the post(s) you want to classify. From the action menu, choose your macro.
Why Other Options Are Incorrect:
B . Add classification manually to each post: While you can add classifications manually, it's time-consuming, especially when dealing with a large volume of posts.
C . Classification cannot be added to a post: This is incorrect. Classifications are a fundamental part of organizing and analyzing social data in Social Studio.
In Summary:
Macros provide the fastest way to add classifications to posts in Social Studio because they automate the process, allowing you to apply classifications with a single click. Therefore, A. Macro is the correct answer.

Question: 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

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 you could 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 User role.

Question: 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

Explanation:
Understanding Einstein Engagement Frequency (EEF):

Purpose: EEF is a Marketing Cloud Einstein feature that helps optimize email send frequency for each subscriber. It aims to reduce unsubscribes and improve engagement by sending the right number of emails to each person.
How it Works: EEF analyzes historical engagement data (opens, clicks, etc.) to predict the optimal send frequency for each subscriber.
Correct Statements:

A . EEF uses only commercial send data not transactional: EEF focuses on optimizing marketing email frequency. Transactional emails (order confirmations, password resets) are typically triggered by specific events and are not part of EEF's optimization.
B . The model uses data available only in your account: EEF's predictions are based on the engagement data within your specific Marketing Cloud account. It doesn't use data from other accounts or external sources.
C . Used to determine the correct no of mails to be sent so that there are fewer unsubscribes due to email fatigue: This is the core purpose of EEF. It aims to find the "sweet spot" for each subscriber – enough emails to keep them engaged, but not so many that they unsubscribe due to email fatigue.
Incorrect Statement:

D . It uses the last 90 days of engagement data: EEF uses the last 28 days of engagement data, not 90.
In Summary:

EEF uses your account's commercial email send data from the last 28 days to determine the optimal email frequency for each subscriber, reducing unsubscribes. A, B, and C are correct.

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