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Exam : **Advanced Cross Channel**

Title : Salesforce Advanced Cross Channel Accredited Professional Exam

Version : DEMO

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

2.send multiple emails over a period of 3 months with link to download mobile app. If link clicked then send app feature emails else same mails to download mobile app after every 3 days.
How would you design this Multiple select?
A. use journey with email activities and enagagement split activity
B. use query activity to query _ click and use contact data in journey.
C. use contact designer
D. use Journey data and not contact data
Answer: A,D

3.How frequently does Einstein Engagement Scoring updates to email?
A. Email daily
B. Mobile Weekly
C. Model Monthly
Answer: B

4.How does social studio unify anonymous and known identities?
A. Deterministic matching
B. social networking
Answer: A

5.How dots social studio unify anonymous and known identities?
A. Deterministic matching
Answer: A