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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 enagement 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**