

# DUMPS ARENA

## Marketing Cloud Advanced Cross Channel Accredited Professional Exam

Salesforce Advanced-Cross-Channel

Version Demo

Total Demo Questions: 5

Total Premium Questions: 40

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**QUESTION NO: 1**

You are getting an error while trying to make an inbox message as inactive. What could be the possible reason.

- A. Some automation activity is using the inbox message
- B. The message is already scheduled/active
- C. The message has already been sent. (once started to send cannot mark as inactive)

**ANSWER: C****QUESTION NO: 2**

What data is there in mobile connect demographics, select3

- A. City
- B. Region
- C. Email
- D. First name
- E. channel

**ANSWER: A D E****QUESTION NO: 3**

3 possible reasons why a SMS message would fail to reach users mobile? (select 3 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 NO: 4**

How are profiles merged In IS:

- A. Once a day
- B. Probabilistic matching
- C. Deterministic matching on matched identities

**ANSWER: C**

**QUESTION NO: 5**

How frequently does Einstein Engagement Scoring updates to email?

- A. Email daily
- B. Mobile Weekly
- C. Model Monthly

**ANSWER: B**