

# **Free Questions for **Advanced-Cross-Channel****

**Shared by **Morris** on **04-10-2024****

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## Question 1

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**Question Type:** MultipleChoice

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Where would you set a threshold limit in social studio

### Options:

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- A- enterprise admin settings
- B- workspace settings
- C- tab in engage
- D- column in engage

### Answer:

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D

## Question 2

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**Question Type:** MultipleChoice

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You are using replace inbox message feature. But your audience has changed and some of the contacts who received the first message do not exist. What would happen?

**Options:**

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- A- the inbox message is replaced for all user.
- B- the inbox message is replaced only for users who do not exist:
- C- inbox message is replaced for users who read the first message.
- D- Inbox message is replaced for existing users and deleted for users who do not exist.

**Answer:**

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D

## Question 3

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**Question Type: MultipleChoice**

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How does Marketing cloud connect help when you want to trigger journey when a record is created in sales cloud contact, Select 2.

**Options:**

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- A- Sales cloud entry audience in journey builder
- B- Use a api to trigger journey directly from ecom site and use email address as subscriber key.
- C- Use an api to create record in sales cloud directly from the ecom site
- D- Use synchronized de, query to a sendable DE and use automation studio schedule to inject contact every 15 mins

**Answer:**

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A, D

## Question 4

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**Question Type: MultipleChoice**

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

**Options:**

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- 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:**

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C

## Question 5

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**Question Type: MultipleChoice**

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What is true about Inbox message:

**Options:**

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**A-** It can open any public url also and not only cloud page

**B-** Device owns the message not the contact.

**C-** Contact owns the message not the device.

**D-** Alert+inbox consume 1 supermessage.

**Answer:**

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B

## Question 6

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**Question Type:** MultipleChoice

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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:**

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A- 50

B- 100

C- 15

D- No limit

**Answer:**

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D

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