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Salesforce

Salesforce-Advanced-Cross-Channel

Salesforce Advanced Cross Channel

Question: 113

Which Salesforce feature enables you to create and manage personalized video marketing campaigns?

A. Lightning App Builder
B. Process Builder
C. Workflow rules
D. Salesforce Video Studio

Answer: D

Explanation: Salesforce Video Studio is a feature that enables you to create and manage personalized video marketing campaigns. It provides tools for creating, editing, and distributing video content to engage with your audience. With Salesforce Video Studio, you can personalize video messages, track video engagement metrics, and incorporate videos into your cross-channel marketing campaigns.

Question: 114

Which Salesforce feature allows you to create and manage personalized chatbot experiences?

A. Process Builder
B. Salesforce Einstein Bots
C. Workflow rules
D. Lightning App Builder

Answer: B

Explanation: Salesforce Einstein Bots is a feature that allows you to create and manage personalized chatbot experiences. It provides tools for designing and deploying AI-powered chatbots to automate customer interactions and provide self-service support. With Salesforce Einstein Bots, you can customize chatbot conversations, integrate with other Salesforce features, and deliver personalized and efficient customer service experiences.

Question: 115

Which Salesforce feature enables you to create and manage personalized omnichannel service experiences?

A. Lightning App Builder
B. Process Builder
C. Workflow rules
D. Service Cloud

Answer: D

Explanation: Service Cloud is a Salesforce feature that enables you to create and manage personalized omnichannel service experiences. It provides tools for case management, knowledge base, live chat, social media support, and more. With Service Cloud, you can deliver consistent and personalized service across multiple channels, empower your agents with relevant customer information, and resolve customer issues efficiently.

Question: 116

Which Salesforce feature allows you to track and manage customer feedback and complaints?

A. Workflow rules
B. Process Builder
C. Salesforce Feedback Management
D. Lightning App Builder

Answer: C

Explanation: Salesforce Feedback Management is a feature that allows you to track and manage customer feedback and complaints. It provides tools for collecting, organizing, and analyzing customer feedback to identify areas for improvement and take appropriate actions. With Salesforce Feedback Management, you can capture feedback through surveys, social media, and other channels, analyze sentiment and trends, and enhance the overall customer experience.

Question: 117

Which Salesforce feature enables you to create and manage personalized call center experiences?

A. Lightning App Builder
B. Process Builder
C. Workflow rules
D. Salesforce Service Cloud Voice

Answer: D

Explanation: Salesforce Service Cloud Voice is a feature that enables you to create and manage

Question: 118

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

Question: 119

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

Question: 120

How frequently does Einstein Engagement Scoring updates to email?

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

Answer: B

Question: 121

How does social studio unify anonymous and known identities?

A. Deterministic matching
B. social networking

Answer: A

Question: 122

How dots social studio unify anonymous and known identities?

A. Deterministic matching

Answer: A

Question: 123

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?

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 usef s and deleted for users who do not eixist.

Answer: D

Question: 124

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: 125

Where to create topic profiles in command center?

A. command center
B. social automate
C. social admin

Answer: C

Question: 126

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

Question: 127

What data is there in mobile connect demographics, select3

A. City
B. Region

C. Email
D. First name
E. channel

Answer: A,D,E

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