



ADVANCED-CROSS-CHANNEL^{Q&As}

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QUESTION 1

Where would you add a topic profile

- A. Social studio automate
- B. Admin settings
- C. Workspace settings
- D. Social studio engage

Correct Answer: B

QUESTION 2

To what types of objects can you do a quick send in distributed marketing, Select multiple

- A. Lead
- B. Contact.
- C. Person account, (opportunities, Quick send message records)

Correct Answer: AB

QUESTION 3

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

- 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

Correct Answer: AD

QUESTION 4

Where to create topic profiles in command center?

- A. command center
- B. social automate



C. social admin

Correct Answer: C

QUESTION 5

What is the prerequisite to create advertising studio audience:

- A. Create advertising/business account on the required and network and setup the ad account integration in MC
- B. Set user opt in data.
- C. There is no prerequisite as all setup is done.

Correct Answer: A

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