

ADVANCED-CROSS-CHANNEL^{Q&As}

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QUESTION 1

What is true about contact data and journey data.

- A. Journey data is static and contact data is updated data.
- B. Contact data is static and journey data is updated data

Correct Answer: A

QUESTION 2

Benefit of IS(advanced real-time personalization across various channel, unified customer profile) ---

- A. Understand, decide act
- B. Listen, Understand , Act

Correct Answer: B

QUESTION 3

Select features Einstein content selection, Select 2

- A. Uses open time email content
- B. Content selection based on business rules

Correct Answer: AB

QUESTION 4

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 5

When are customers eligible to be send a message in STO(when customer will engage then its sent)

- A. immediately when the STO activity arrives
- B. Within the first minute of next hour.
- C. with the next hour
- D. At the hour user engages Within the next 24hours

Correct Answer: D

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