

# ADVANCED-CROSS-CHANNEL<sup>Q&As</sup>

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**QUESTION 1**

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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**QUESTION 2**

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

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**QUESTION 3**

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 enagement 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

Correct Answer: AD

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**QUESTION 4**

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

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**QUESTION 5**

What data is there in mobile connect demographics, select3

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

Correct Answer: ADE

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