

ADVANCED-CROSS-CHANNEL^{Q&As}

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QUESTION 1

How frequently does Einstein Engagement Scoring updates to email?

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

Correct Answer: B

QUESTION 2

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

Correct Answer: ABD

QUESTION 3

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 4

How often is the model refreshed for Einstein engagement frequency(uses 2Sdayand data)- weekly

- A. hourly
- B. daily

C. monthly

D. Biweekly

Correct Answer: D

QUESTION 5

How does social studio unify anonymous and known identities?

A. Deterministic matching

B. social networking

Correct Answer: A

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