

ADVANCED-CROSS-CHANNEL^{Q&As}

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QUESTION 1

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 engagement 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

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

Where to create topic profiles in command center?

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

Correct Answer: C

QUESTION 4

What is true about Einstein engagement frequency (EEF). Select 3

- A. EEF uses only commercial send data not transactional
- B. The model uses data available only in your account
- C. Used to determine correct no of mails to be send so that there are less unsubscribes due to email fatigue. email fatigue.
- D. It uses last ISO days engagement data

Correct Answer: ABC

QUESTION 5

What is true about shared entry event.

- A. It cannot be modified.
- B. Data extension created by it can be modified.
- C. You can use filter for entry audience segregation.

Correct Answer: C

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