

ADVANCED-CROSS-CHANNEL^{Q&As}

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QUESTION 1

In which section can you define fatigue rules to restrict a user from being recommended same content multiple times

- A. Einstein content selection
- B. Einstein copy insights
- C. Einstein engagement scoring

Correct Answer: A

QUESTION 2

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

QUESTION 3

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 4

What is true for behavioral triggers. Multiple select.

- A. they cannot be modified
- B. need collect tracking code
- C. need catalog data

Correct Answer: BC

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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