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QUESTION 1

How does real time interaction management (RTM) in IS help marketer to provide personalized content to user, Select multiple

A. Orchestration

B. Data aggregation

C. Unified customer profile

Correct Answer: AC

QUESTION 2

What will you to send a real time email to a customer with a dynamic buy link when available stock goes below 50? Select 2.

A. Journey api

B. Rest api

C. Transactional messaging api.

D. Email soap api

Correct Answer: BC

QUESTION 3

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

QUESTION 4

What is true about SMS keywords other than HELP and STOP?

A. keywords in parent business unit are automatically available to all child business units

B. keywords in child business unit can be shared between other child business units

C. keywords in parent or child business unit are available only in that business unit

D. keywords in parent business unit can be shared to any child business units

Correct Answer: C

QUESTION 5

What is true about Inbox message:

A. It can open any public url also and not only cloud page

B. Device owns the message not the contact.

C. Contact owns the message not the device.

D. Alert+inbox consume 1 supermessage.

Correct Answer: B

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