

ADVANCED-CROSS-CHANNEL Q&As

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QUESTION 1

You are using replace inbox message feature. But your audience has changed and some of the contacts who received the first message do not exist. What would happen?

- A. the inbox message is replaced for all user.
- B. the inbox message is replaced only for users who do not exist:
- C. inbox message Is replaced for users who read the first message.
- D. Inbox message is replaced for existing usef s and deleted for users who do not eixist.

Correct Answer: D

QUESTION 2

How frequently does Einstein Engagement Scoring updates to email?

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

Correct Answer: B

QUESTION 3

How does social studio unify anonymous and known identities?

- A. Deterministic matching
- B. social networking

Correct Answer: A

QUESTION 4

What can be recommended in Einstein web recommendations: select 3 (Home, Product; Category, Cart, Conversion Pages)

- A. Product
- B. Content
- C. banner

Correct Answer: ABC



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QUESTION 5

Where would you add a topic profile

- A. Social studio automate
- B. Admin settings
- C. Workspace settings
- D. Social studio engage

Correct Answer: B

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