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 enagagement 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

Where can you see ad details for facebook ad campaign. Both advertising campaigns and journey builder)

A. Journey builder

B. On the facebook ad channel

Correct Answer: A

QUESTION 3

How are profiles merged In IS:

A. Once a day

B. Probabilistic matching

C. Deterministic matching on matched identities

Correct Answer: C

QUESTION 4

What data is there in mobile connect demographics, select3

A. City

B. Region

C. Email

D. First name

E. channel

Correct Answer: ADE

QUESTION 5

Where would you set a threshold limit in social studio

A. enterprise admin settings

B. workspace settings

C. tab in engage

D. column in engage

Correct Answer: D

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