

ADVANCED-CROSS-CHANNEL Q&As

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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 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 3

What is prerequisite for email/web recommendations: select 2

- A. collect tracking code
- B. catalog

Correct Answer: AB

QUESTION 4

In beacon message, what does the field limit number of messages for a device\\' control?

- A. send only particular number of messages in 24 hours
- B. send only particular number of messages in a week
- C. send only particular number of messages in 72hrs
- D. send not more than particular number of messages in a active period.



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Correct Answer: D

QUESTION 5

How often is the model refreshed for Einstein engagement frequency(uses 2Sdayand data)- weekly

A. hourly

B. daily

C. monthly

D. Biweekly

Correct Answer: D

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