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QUESTION 1

How are profiles merged In IS:

- A. Once a day
- B. Probabilistic matching
- C. Deterministic matching on matched identities

Correct Answer: C

QUESTION 2

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 users and deleted for users who do not exist.

Correct Answer: D

QUESTION 3

You are getting an error while trying to make an inbox message as inactive. What could be the possible reason.

- A. Some automation activity is using the inbox message
- B. The message is already scheduled/active
- C. The message has already been sent. (once started to send cannot mark as inactive)

Correct Answer: C

QUESTION 4

3 possible reasons why a SMS message would fail to reach users mobile? (select 3 options)

- A. switched off
- B. SMS sent to landline number
- C. mobile is in another call



D. out of cellular network coverage

E. Low battery

Correct Answer: ABD

QUESTION 5

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 enagement 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

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