



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 engagement 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

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

QUESTION 3

Benefit of IS(advanced real-time personalization across various channel, unified customer profile) ---

- A. Understand, decide act
- B. Listen, Understand , Act

Correct Answer: B

QUESTION 4

Where would you add a topic profile

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



D. Social studio engage

Correct Answer: B

QUESTION 5

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.

Correct Answer: D

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