



ADVANCED-CROSS-CHANNEL^{Q&As}

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QUESTION 1

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 2

Where to create topic profiles in command center?

- A. command center
- B. social automate
- C. social admin

Correct Answer: C

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

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

Correct Answer: ABC



QUESTION 5

What is prerequisite for email/web recommendations: select 2

A. collect tracking code

B. catalog

Correct Answer: AB

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