



ADVANCED-CROSS-CHANNEL^{Q&As}

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QUESTION 1

how many activities recommended in a journey canvas.(150-200)

- A. 10
- B. 50
- C. 100
- D. 300

Correct Answer: C

QUESTION 2

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 3

What is true about SMS keywords other than HELP and STOP?

- A. keywords in parent business unit are automatically available to all child business units
- B. keywords in child business unit can be shared between other child business units
- C. keywords in parent or child business unit are available only in that business unit
- D. keywords in parent business unit can be shared to any child business units

Correct Answer: C

QUESTION 4

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 5

What is true about Inbox message:

- A. It can open any public url also and not only cloud page
- B. Device owns the message not the contact.
- C. Contact owns the message not the device.
- D. Alert+inbox consume 1 supermessage.

Correct Answer: B

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