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QUESTION 1

Difference between inbox message and in app message.

A. Inbox message is displayed and stored in device in app message is displayed only 1 time

B. Inbox message is displayed once but in app message is displayed repeatedly

C. Inbox messages can be used only in Ios whereas in app message can also be used in android

Correct Answer: A

QUESTION 2

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 enagagement 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 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 frequently does Einstein Engagement Scoring updates to email?

A. Email daily

B. Mobile Weekly

C. Model Monthly

Correct Answer: B

QUESTION 5

What user permission is required to configure SSO in social studio.

A. Super user

B. full user

C. custom user

D. limited user

Correct Answer: A

QUESTION 6

What will you to send a real time email to a customer with a dynamic buy link when available stock goes below 50? Select 2.

A. Journey api

B. Rest api

C. Transactional messaging api.

D. Email soap api

Correct Answer: BC

QUESTION 7

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 8

What is true about contact data and journey data.

A. Journey data is static and contact data is updated data.

B. Contact data is static and journey data is updated data

Correct Answer: A

QUESTION 9

Whit are the functionalities of ad studio. Select multiple.

A. facebook advanced match.

B. linkedin user match.

C. Iinkedin Company match.

D. tiktok user match.Ez

E. myspace user match.

Correct Answer: ABC

QUESTION 10

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 usef s and deleted for users who do not eixist.

Correct Answer: D

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