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#### QUESTION 1

When are customers eligible to be send a message in STO(when customer will engage then its sent)

- A. immediately when the STO activity arrives
- B. Within the first minute of next hour.
- C. with the next hour
- D. At the hour user engages Within the next 24hours

Correct Answer: D

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#### QUESTION 2

Select features Einstein content selection, Select 2

- A. Uses open time email content
- B. Content selection based on business rules

Correct Answer: AB

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#### QUESTION 3

What is the prerequisite to create advertising studio audience:

- A. Create advertising/business account on the required and network and setup the ad account integration in MC
- B. Set user opt in data.
- C. There is no prerequisite as all setup is done.

Correct Answer: A

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#### QUESTION 4

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

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### QUESTION 5

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

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