



# ADVANCED-CROSS-CHANNEL<sup>Q&As</sup>

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#### QUESTION 1

What is true about shared entry event.

- A. It cannot be modified.
- B. Data extension created by it can be modified.
- C. You can use filter for entry audience segregation.

Correct Answer: C

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#### QUESTION 2

Where to create topic profiles in command center?

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

Correct Answer: C

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#### QUESTION 3

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

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#### QUESTION 4

How are profiles merged in IS:

- A. Once a day
- B. Probabilistic matching
- C. Deterministic matching on matched identities

Correct Answer: C

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### QUESTION 5

Decision split using contact data not working, myorders DE with 1 to many relationship configured in attribute group. What questions you need to ask to troubleshoot. Select multiple

- A. Are u using attribute to attribute comparison.
- B. Is there any spelling mistake in your contact attributes.
- C. Are there any eligible matching orders for that particular contact

Correct Answer: A

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