



ADVANCED-CROSS-CHANNEL^{Q&As}

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QUESTION 1

How does real time interaction management (RTM) in IS help marketer to provide personalized content to user, Select multiple

- A. Orchestration
- B. Data aggregation
- C. Unified customer profile

Correct Answer: AC

QUESTION 2

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

QUESTION 3

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

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

Correct Answer: C

QUESTION 4

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

QUESTION 5

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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