ADVANCED-CROSS-CHANNEL^{Q&As}

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QUESTION 1

Select features Einstein content selection, Select 2

A. Uses open time email content

B. Content selection based on business rules

Correct Answer: AB

QUESTION 2

What is the fastes way to add a classification to a post?

A. Macro

B. Add classification manually to each post.

C. Classification cannot be added to a post

Correct Answer: A

QUESTION 3

What is true for behavioral triggers. Multiple select.

A. they cannot be modified

B. need collect tracking code

C. need catalog data

Correct Answer: BC

QUESTION 4

What is prerequisite for email/web recommendations: select 2

A. collect tracking code

B. catalog

Correct Answer: AB

QUESTION 5

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