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QUESTION 1

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 2

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 3

In which section can you define fatigue rules to restrict a user from being recommended same content multiple times

- A. Einstein content selection
- B. Einstein copy insights
- C. Einstein engagement scoring

Correct Answer: A

QUESTION 4

What is the fastest 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 5



How does social studio unify anonymous and known identities?

- A. Deterministic matching
- B. social networking

Correct Answer: A

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