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

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**QUESTION 1**

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

**QUESTION 2**

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 3**

Where would you set a threshold limit in social studio

A. enterprise admin settings

B. workspace settings

C. tab in engage

D. column in engage

Correct Answer: D

**QUESTION 4**

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 5**

You are getting an error while trying to make an inbox message as inactive. What could be the possible reason.

A. Some automation activity is using the inbox message

B. The message is already scheduled/active

C. The message has already been sent. (once started to send cannot mark as inactive)

Correct Answer: C