



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

How does social studio unify anonymous and known identities?

- A. Deterministic matching
- B. Placeholder

Correct Answer: A

QUESTION 3

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

QUESTION 4

What is true about SMS keywords other than HELP and STOP?

- A. keywords in parent business unit are automatically available to all child business units
- B. keywords in child business unit can be shared between other child business units
- C. keywords in parent or child business unit are available only in that business unit
- D. keywords in parent business unit can be shared to any child business units

Correct Answer: C



QUESTION 5

What can be recommended in Einstein web recommendations: select 3 (Home, Product; Category, Cart, Conversion Pages)

- A. Product
- B. Content
- C. banner

Correct Answer: ABC

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