



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

In social studio how many columns are used in a engage tab (max 30 tabs in a engage, no limit for columns in each tab) and each column contains max 50 accounts)

- A. 50
- B. 100
- C. 15
- D. No limit

Correct Answer: D

QUESTION 3

How does Marketing cloud connect help when you want to trigger journey when a record is created in sales cloud contact, Select 2.

- A. Sales cloud entry audience in journey builder
- B. Use a api to trigger journey directly from ecom site and use email address as subscriber key.
- C. Use an api to create record in sales cloud directly from the ecom site
- D. Use synchronized de, query to a sendable DE and use automation studio schedule to inject contact every 15 mins

Correct Answer: AD

QUESTION 4

What is the prerequisite to create advertising studio audience:

- A. Create advertising/business account on the required and network and setup the ad account integration in MC
- B. Set user opt in data.
- C. There is no prerequisite as all setup is done.



Correct Answer: A

QUESTION 5

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

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