



ADVANCED-CROSS-CHANNEL^{Q&As}

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QUESTION 1

How does social studio unify anonymous and known identities?

- A. Deterministic matching
- B. social networking

Correct Answer: A

QUESTION 2

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 3

What does Einstein copy Insight take into account, Select 3 (arull's answer a,b,c)

- A. Frequently used phrases in subject line
- B. spelling and punctuation errors
- C. emotional tone of subject line
- D. engagement data

Correct Answer: ACD

QUESTION 4

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 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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