ADVANCED-CROSS-CHANNEL^{Q&As}

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QUESTION 1

Where can you see ad details for facebook ad campaign. Both advertising campaigns and journey builder)

A. Journey builder

B. On the facebook ad channel

Correct Answer: A

QUESTION 2

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 3

When are customers eligible to be send a message in STO(when customer will engage then its sent)

A. immediately when the STO activity arrives

B. Within the first minute of next hour.

C. with the next hour

D. At the hour user engages Within the next 24hours

Correct Answer: D

QUESTION 4

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

QUESTION 5

What is the fastes 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