

ADVANCED-CROSS-CHANNEL^{Q&As}

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QUESTION 1

In which section can you define fatigue rules to restrict a user from being recommended same content multiple times

- A. Einstein content selection
- B. Einstein copy insights
- C. Einstein engagement scoring

Correct Answer: A

QUESTION 2

To what types of objects can you do a quick send in distributed marketing, Select multiple

- A. Lead
- B. Contact.
- C. Person account, (opportunities, Quick send message records)

Correct Answer: AB

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 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

What is true about contact data and journey data.

- A. Journey data is static and contact data is updated data.
- B. Contact data is static and journey data is updated data

Correct Answer: A

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