

ADVANCED-CROSS-CHANNEL^{Q&As}

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QUESTION 1

What user permission is required to configure SSO in social studio.

- A. Super user
- B. full user
- C. custom user
- D. limited user

Correct Answer: A

QUESTION 2

How often is the model refreshed for Einstein engagement frequency(uses 2Sdayand data)- weekly

- A. hourly
- B. daily
- C. monthly
- D. Biweekly

Correct Answer: D

QUESTION 3

What is true about Einstein engagement frequency (EEF). Select 3

- A. EEF uses only commercial send data not transactional
- B. The model uses data available only in your account
- C. Used to determine correct no of mails to be send so that there are less unsubscribes due to email fatigue. email fatigue.
- D. It uses last ISO days engagement data

Correct Answer: ABC

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

how many activities recommended in a journey canvas.(150-200)

A. 10

B. 50

C. 100

D. 300

Correct Answer: C

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