

ADVANCED-CROSS-CHANNEL^{Q&As}

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QUESTION 1

Decision split using contact data not working, myorders DE with 1 to many relationship configured in attribute group. What questions you need to ask to troubleshoot. Select multiple

- A. Are u using attribute to attribute comparison.
- B. Is there any spelling mistake in your contact attributes.
- C. Are there any eligible matching orders for that particular contact

Correct Answer: A

QUESTION 2

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 3

3 possible reasons why a SMS message would fail to reach users mobile? (select 3 options)

- A. switched off
- B. SMS sent to landline number
- C. mobile is in another call
- D. out of cellular network coverage
- E. Low battery

Correct Answer: ABD

QUESTION 4

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

QUESTION 5

In beacon message, what does the field limit number of messages for a device\' control?

- A. send only particular number of messages in 24 hours
- B. send only particular number of messages in a week
- C. send only particular number of messages in 72hrs
- D. send not more than particular number of messages in a active period.

Correct Answer: D

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