

C_C4H225_12^{Q&As}

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QUESTION 1

A contact no longer wants to receive SMS marketing messages from you, so opts out. What types of messages can you still send? Note: There are 2 correct Answer: to this question.

- A. Abandoned cart
- B. Order delay notification
- C. Password retrieval message
- D. Membership upgrade

Correct Answer: BC

QUESTION 2

The image below shows the summary page of your mobile app tutorial program. What do the "583 Messages" represent? Note: There are 2 correct Answer: to this question.

- A. It is the number of mobile push messages.
- B. It is the number of all messages in the Interactions program, regardless of the channel.
- C. It is the number of times the program was started and executed.
- D. It is the number of mobile in-app messages.

Correct Answer: AC

QUESTION 3

You are trying to send a testmail, but the following error message appears: "Unable to launch mailing because some mandatory fields are empty or invalid. Please check all mandatory fields and try again." What could be causing this error? Note: There are 2 correct Answer: to this question.

- A. From (name) and From (email address)
- B. Image alternative text
- C. Style settings
- D. Subject line

Correct Answer: AD

QUESTION 4

When the frequency cap is activated, which email types count toward the cap?

- A. All email opened will add to the frequency count for each contact.
- B. All email types will add to the frequency count for each contact.
- C. All email types except transactional will add to the frequency count for each contact.
- D. Event-triggered (transactional) will add to the frequency count for each contact.

Correct Answer: C

QUESTION 5

What does the CRM Ads - Remove from Audience node do in the Automation Center?

- A. It finishes the program early.
- B. It removes any contacts with invalid email addresses from the program.
- C. It adds contacts to another program.
- D. It removes the contact from the audience so that they don't see the campaigns.

Correct Answer: D

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