ADVANCED-CROSS-CHANNEL^{Q&As}

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QUESTION 1

What is true about Inbox message:

A. It can open any public url also and not only cloud page

B. Device owns the message not the contact.

C. Contact owns the message not the device.

D. Alert+inbox consume 1 supermessage.

Correct Answer: B

QUESTION 2

You are using replace inbox message feature. But your audience has changed and some of the contacts who received the first message do not exist. What would happen?

A. the inbox message is replaced for all user.

B. the inbox message is replaced only for users who do not exist:

C. inbox message Is replaced for users who read the first message.

D. Inbox message is replaced for existing usef s and deleted for users who do not eixist.

Correct Answer: D

QUESTION 3

What is true about shared entry event.

A. It cannot be modified.

B. Data extension created by it can be modified.

C. Yon can use filter for entry audience segregation.

Correct Answer: C

QUESTION 4

What data is there in mobile connect demographics, select3

A. City

B. Region

C. Email

D. First name

E. channel

Correct Answer: ADE

QUESTION 5

Select features Einstein content selection, Select 2

A. Uses open time email content

B. Content selection based on business rules

Correct Answer: AB

QUESTION 6

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

A. 10

B. 50

C. 100

D. 300

Correct Answer: C

QUESTION 7

What is prerequisite for email/web recommendations: select 2

A. collect tracking code

B. catalog

Correct Answer: AB

QUESTION 8

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 9

How does Marketing cloud connect help when you want to trigger journey when a record is created in sales cloud
contact, Select 2.

A. Sales cloud entry audience in journey builder

B. Use a api to trigger journey directly from ecom site and use email address as subscriber key.

C. Use an api to create record in sales cloud directly from the ecom site

D. Use synchronized de, query to a sendable DE and use automation studio schedule to inject contact every 15 mins

Correct Answer: AD

QUESTION 10

Where would you set a threshold limit in social studio

A. enterprise admin settings

B. workspace settings

C. tab in engage

D. column in engage

Correct Answer: D

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