



ADVANCED-CROSS-CHANNEL^{Q&As}

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QUESTION 1

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 2

How does social studio unify anonymous and known identities?

- A. Deterministic matching
- B. Placeholder

Correct Answer: A

QUESTION 3

What is the prerequisite to create advertising studio audience:

- A. Create advertising/business account on the required 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 4

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 5

Where can you see ad details for facebook ad campaign. Both advertising campaigns and journey builder)

- A. Journey builder
- B. On the facebook ad channel

Correct Answer: A

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