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QUESTION 1

What is true about SMS keywords other than HELP and STOP?

A. keywords in parent business unit are automatically available to all child business units

B. keywords in child business unit can be shared between other child business units

C. keywords in parent or child business unit are available only in that business unit

D. keywords in parent business unit can be shared to any child business units

Correct Answer: C

QUESTION 2

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 3

To what types of objects can you do a quick send in distributed marketing, Select multiple

A. Lead

B. Contact.

C. Person account, (opportunities, Quick send message records)

Correct Answer: AB

QUESTION 4

What is prerequisite for email/web recommendations: select 2

A. collect tracking code

B. catalog

Correct Answer: AB

QUESTION 5

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

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