



# ADVANCED-CROSS-CHANNEL<sup>Q&As</sup>

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#### QUESTION 1

How often is the model refreshed for Einstein engagement frequency(uses 2Sdayand data)- weekly

- A. hourly
- B. daily
- C. monthly
- D. Biweekly

Correct Answer: D

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#### QUESTION 2

Difference between inbox message and in app message.

- A. Inbox message is displayed and stored in device in app message is displayed only 1 time
- B. Inbox message is displayed once but in app message is displayed repeatedly
- C. Inbox messages can be used only in ios whereas in app message can also be used in android

Correct Answer: A

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#### QUESTION 3

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

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#### QUESTION 4

Select features Einstein content selection, Select 2

- A. Uses open time email content
- B. Content selection based on business rules

Correct Answer: AB

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#### QUESTION 5

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

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