



ADVANCED-CROSS-CHANNEL^{Q&As}

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QUESTION 1

What user permission is required to configure SSO in social studio.

- A. Super user
- B. full user
- C. custom user
- D. limited user

Correct Answer: A

QUESTION 2

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 3

What does Einstein copy Insight take into account, Select 3(arul\\'s answer a,b,c)

- A. Frequently used phrases in subject line
- B. spelling and punctuation errors
- C. emotional tone of subject line
- D. engagement data

Correct Answer: ACD

QUESTION 4

How are profiles merged In IS:

- A. Once a day



- B. Probabilistic matching
- C. Deterministic matching on matched identities

Correct Answer: C

QUESTION 5

When are customers eligible to be send a message in STO(when customer will engage then its sent)

- A. immediately when the STO activity arrives
- B. Within the first minute of next hour.
- C. with the next hour
- D. At the hour user engages Within the next 24hours

Correct Answer: D

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