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QUESTION 1

What is true about contact data and journey data.

- A. Journey data is static and contact data is updated data.
- B. Contact data is static and journey data is updated data

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

What is the prerequisite to create advertising studio audience:

- A. Create advertising/business account on the required and 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 5

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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