



ADVANCED-CROSS-CHANNEL^{Q&As}

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QUESTION 1

What is true for behavioral triggers. Multiple select.

- A. they cannot be modified
- B. need collect tracking code
- C. need catalog data

Correct Answer: BC

QUESTION 2

Benefit of IS(advanced real-time personalization across various channel, unified customer profile) ---

- A. Understand, decide act
- B. Listen, Understand , Act

Correct Answer: B

QUESTION 3

Where to create topic profiles in command center?

- A. command center
- B. social automate
- C. social admin

Correct Answer: C

QUESTION 4

What will you to send a real time email to a customer with a dynamic buy link when available stock goes below 50?
Select 2.

- A. Journey api
- B. Rest api
- C. Transactional messaging api.
- D. Email soap api

Correct Answer: BC



QUESTION 5

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

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