



ADVANCED-CROSS-CHANNEL^{Q&As}

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QUESTION 1

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

QUESTION 2

How does social studio unify anonymous and known identities?

- A. Deterministic matching
- B. social networking

Correct Answer: A

QUESTION 3

how many activities recommended in a journey canvas.(150-200)

- A. 10
- B. 50
- C. 100
- D. 300

Correct Answer: C

QUESTION 4

You are using replace inbox message feature. But your audience has changed and some of the contacts who received the first message do not exist. What would happen?

- A. the inbox message is replaced for all user.
- B. the inbox message is replaced only for users who do not exist:
- C. inbox message is replaced for users who read the first message.
- D. Inbox message is replaced for existing usef s and deleted for users who do not exist.



Correct Answer: D

QUESTION 5

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

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