Free Questions for Advanced-Cross-Channel by braindumpscollection

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Question 1

Question Type: **MultipleChoice**

3 possible reasons why a SMS message would fail to reach users mobile? (select 3 options)

Options:

A- switched off

B- SMS sent to landline number

C- mobile is in another call

D- out of cellular network coverage

E- Low battery

Answer:

A, B, D

Question 2

Question Type: **MultipleChoice**

In social studio how many columns are used in a engage tab (max 30 tabs in a engage, no limit for columns in each tab) and each column contains max 50 accounts)

Options:

A- 50

B- 100

C- 15

D- No limit

Answer:

D

Question 3

You are getting an error while trying to make an inbox message as inactive. What could be the possible reason.

Options:

A- Some automation activity is using the inbox message

B- The message is already scheduled/active

C- The message has already been sent. (once started to send cannot mark as inactive)

Answer:

C

Question 4

Question Type: MultipleChoice

What is true for behavioral triggers. Multiple select.

Options:

A- they cannot be modified

B- need collect tracking code

C- need catalog data

Question 5

Question Type: **MultipleChoice**

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?

Options:

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 eixist.

Question 6

Question Type: MultipleChoice

Where can you see ad details for facebook ad campaign. Both advertising campaigns and journey builder)

Options:

A- Journey builder

B- On the facebook ad channel

Question 7

Question Type: MultipleChoice

28, Whit are the functionalities of ad studio. Select multiple.

Question 8

What is the prerequisite to create advertising studio audience:

Options:

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.

Answer:

A

Question 9

Question Type: **MultipleChoice**

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

Options:

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

Answer:

A