

ADVANCED-CROSS-CHANNEL^{Q&As}

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QUESTION 1

How does social studio unify anonymous and known identities?

- A. Deterministic matching
- B. Placeholder

Correct Answer: A

QUESTION 2

What is prerequisite for email/web recommendations: select 2

- A. collect tracking code
- B. catalog

Correct Answer: AB

QUESTION 3

What is true about SMS keywords other than HELP and STOP?

- A. keywords in parent business unit are automatically available to all child business units
- B. keywords in child business unit can be shared between other child business units
- C. keywords in parent or child business unit are available only in that business unit
- D. keywords in parent business unit can be shared to any child business units

Correct Answer: C

QUESTION 4

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

QUESTION 5

How are profiles merged In IS:

- A. Once a day
- B. Probabilistic matching
- C. Deterministic matching on matched identities

Correct Answer: C

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