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QUESTION 1

What is true about shared entry event.

A. It cannot be modified.

B. Data extension created by it can be modified.

C. Yon can use filter for entry audience segregation.

Correct Answer: C

QUESTION 2

How does Marketing cloud connect help when you want to trigger journey when a record is created in sales cloud contact, Select 2.

A. Sales cloud entry audience in journey builder

B. Use a api to trigger journey directly from ecom site and use email address as subscriber key.

C. Use an api to create record in sales cloud directly from the ecom site

D. Use synchronized de, query to a sendable DE and use automation studio schedule to inject contact every 15 mins

Correct Answer: AD

QUESTION 3

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 4

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

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)

Correct Answer: C

QUESTION 5

How does real time interaction management (RTM) in IS help marketer to provide personalized content to user, Select
multiple

A. Orchestration

B. Data aggregation

C. Unified customer profile

Correct Answer: AC

QUESTION 6

How frequently does Einstein Engagement Scoring updates to email?

A. Email daily

B. Mobile Weekly

C. Model Monthly

Correct Answer: B

QUESTION 7

Whit are the functionalities of ad studio. Select multiple.

A. facebook advanced match.

B. linkedin user match.

C. linkedin Company match.

D. tiktok user match.Ez

E. myspace user match.

Correct Answer: ABC

QUESTION 8

How dots social studio unify anonymous and known identities?

![Pass2Lead](https://Pass2Lead.com)
A. Deterministic matching

B. Placeholder

Correct Answer: A

QUESTION 9

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

Correct Answer: ABD

QUESTION 10

When are customers eligible to be send a message in STO(when customer will engage then its sent)

A. immediately when the STO activity arrives

B. Within the first minute of next hour.

C. with the next hour

D. At the hour user engages Within the next 24hours

Correct Answer: D