Question 1

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

Options:

A- Orchestration

B- Data aggregation

C- Unified customer profile

Answer:

A, C

Question 2

What is true about Inbox message:

Options:

A- It can open any public url also and not only cloud page

B- Device owns the message not the contact.

C- Contact owns the message not the device.

D- Alert+inbox consume 1 supermessage.

Answer:

B

Question 3

Question Type: MultipleChoice

What data is there in mobile connect demographics, select3

Options:

A- City

B- Region

C- Email

D- First name

E- channel

Answer:

A, D, E

Question 4

Question Type: MultipleChoice

Difference between inbox message and in app message.

Options:

A- Inbox message is displayed and stored in device in app message is displayed only 1 time

B- Inbox message is displayed once but in app message is displayed repeatedly

C- Inbox messages can be used only in los whereas in app message can also be used in android

Answer:

A

Question 5

Question Type: **MultipleChoice**

What can be recommended in Einstein web recommendations: select 3 (Home, Product; Category, Cart, Conversion Pages)

Options:

A- Product

B- Content

C- banner

Answer:

A, B, C

Question 6

What is prerequisite for email/web recommendations: select 2

Options:

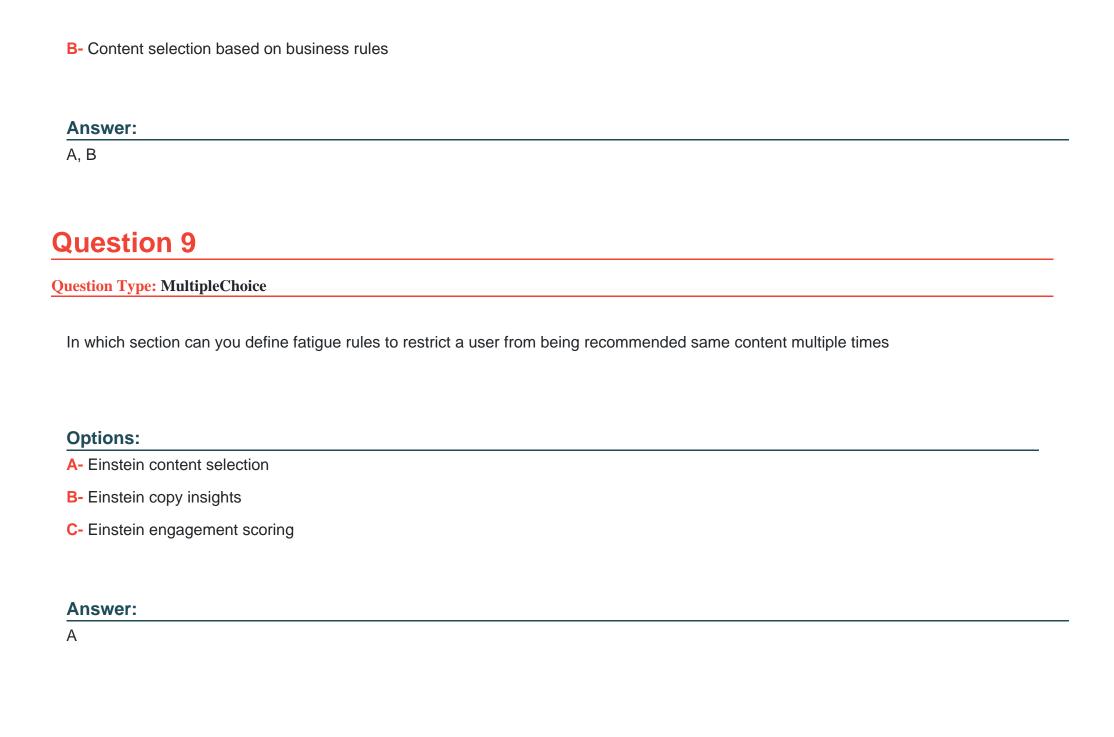**A-** collect tracking code

B- catalog

Answer:

A, B

Question 7

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

Options:

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

Answer:

D

Question 8

Question Type: MultipleChoice

Select features Einstein content selection, Select 2

Options:

A- Uses open time email content

B- Content selection based on business rules

Question 9

Question Type: **MultipleChoice**

In which section can you define fatigue rules to restrict a user from being recommended same content multiple times

Options:

A- Einstein content selection

B- Einstein copy insights

C- Einstein engagement scoring

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