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NEW QUESTION: 1

What two options are needed when configuring a decision split using Attribute-to-Attribute comparison?

A. An expression builder references Journey Data and Journey Filtered : activities

B. An expression builder references Journey Data and Contact Data.

C. Nullable fields to be used for comparing your Journey Data and Contact Data fields

D. Non-nullable fields to be used for comparing your Journey Data and Contact Data fields

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 2

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. inbox message Is replaced for users who read the first message.

B. the inbox message is replaced for all user.

C. Inbox message is replaced for existing usef s and deleted for users who do not eixist.

D. the inbox message is replaced only for users who do not exist:

Answer: C (LEAVE A REPLY)

NEW QUESTION: 3

How should an administrator update the "Do Not Track attribute" value after it has initially been set?

A. Respond to the email with the subject line 'Begin Tracking"

B. Log a support case

C. Use an API Call

D. Overwrite a subscriber's DoNotTrack settings with an import

Answer: C (LEAVE A REPLY)

NEW QUESTION: 4
How frequently does Einstein Engagement Scoring updates to email?
A. Email daily
B. Model Monthly
C. Mobile Weekly
Answer: C (LEAVE A REPLY)

NEW QUESTION: 5
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 synchronized de, query to a sendable DE and use automation studio schedule to inject contact every 15 mins
D. Use an api to create record in sales cloud directly from the ecom site
Answer: (SHOW ANSWER)

NEW QUESTION: 6
Events and journeys have a close relationship. When a contact takes action with a marketing message or system, Marketing Cloud creates an event instance with associated properties.
Which are three methods in which Entry Events initiate journeys in Journey Builder?
A. Changes to a contact's attributes
B. Contact actions in response to marketing messages
C. Data-modifications to a contact's profile information
D. Data retention policies
E. Status change through contact deletion operation
Answer: A,B,D (LEAVE A REPLY)

NEW QUESTION: 7
What are three out of-the-box product capabilities of Interaction Studio?
A. Behavioral tracking of each visitor or customer with business context
B. Managing Direct mail campaigns
C. A single customer profile that unifies data of each individual
D. Machine learning and AI functionality
E. E-commerce point of sale features
Answer: A,C,D (LEAVE A REPLY)

NEW QUESTION: 8

What can be recommended in Einstein web recommendations: select 3 (Home, Product; Category, Cart, Conversion Pages)
A. Product
B. Content
C. banner
Answer: A,B,C (LEAVE A REPLY)
Einstein Web Recommendations Scope:
* Einstein Web Recommendations are designed to suggest relevant items to website visitors based on their behavior and your catalog data. These recommendations can bedisplayed in various places on your site, like the homepage, product pages, category pages, cart page, and even after a conversion.
What Can Be Recommended:
* A. Product:This is the most common type of recommendation. Einstein can suggest products that are similar to what the user is viewing, frequently bought together, or popular overall.
* B. Content:Einstein can also recommend content assets like blog posts, articles, videos, or white papers based on a user's browsing history and interests.
* C. Banner:While not a direct "recommendation" in the same way as products or content, Einstein can be used to personalize the banner displayed on a webpage. This involves selecting the most relevant banner from a set of options based on user data. This is typically handled by associating banners with assets in your catalog and then displaying them in recommendation display areas.
Why A, B, and C Are Correct:
* Flexibility:Einstein Web Recommendations are flexible and can be used to promote various types of assets.
* Personalization:The goal is to personalize the user experience by showing them relevant products, content, or even promotional banners.

NEW QUESTION: 9
What is true about Inbox message:
A. Contact owns the message not the device.
B. Alert+inbox consume 1 supermessage.
C. It can open any public url also and not only cloud page
D. Device owns the message not the contact.
Answer: (SHOW ANSWER)

NEW QUESTION: 10
What Einstein functionality makes predictions for email only?
A. Einstein Copy Insights
B. Einstein Engagement Frequency
C. Einstein Scoring

D. Send Time Optimization
Answer: B (LEAVE A REPLY)

NEW QUESTION: 11
Select features Einstein content selection, Select 2
A. Uses open time email content
B. Content selection based on business rules
Answer: (SHOW ANSWER)
Einstein Content Selection Key Features:
* A. Uses open time email content:This is a core aspect of Einstein Content Selection. It selects and inserts content into emailsat the time the subscriber opens the email, rather than at the time of send.
This allows for highly personalized and up-to-date content.
* B. Content selection based on business rules:You can define business rules within Einstein Content Selection to control how content is selected. This includes things like:
* Fallback Rules:Specifying default content to use if no personalized content is available.
* Exclusion/Fatigue Rules:Preventing certain content from being shown too frequently or to specific segments.
* Attribute Matching Rules:Matching content assets to subscriber profiles based on attributes (e.
g., showing women's clothing to subscribers identified as female).
Why A and B Are Correct:
* Open-Time Personalization:Einstein Content Selection is designed for dynamic, open-time content personalization.
* Business Rules Control:Business rules are essential for ensuring that Einstein Content Selection aligns with your marketing strategy and goals.

NEW QUESTION: 12
What does Priority in an in App message determine?
A. If the priority is set to 1, then the user's device will vibrate to let them know
B. Which message shows first in the lock-screen or notification tray, when the user receives multiple push notifications to their device
C. Which message shows first when the user opens the app, when multiple-inapp messages are present on the user's device
D. Where on the screen (top, middle, bottom) the in-app message should appear
Answer: C (LEAVE A REPLY)

NEW QUESTION: 13
Whichis true about SMS Keywords other than HELP or STOP?
A. Keywords created in anybusiness unit can be shared to any other business unit

B. Keywords created at a business unit level, whether parent or child, remain available only to that business unit
C. Keywords created at the parent business unit, are available in all the child businessunits
D. Keywords created at the parent business unit are not available inchild business units unless theyare shared to specific child business units
Answer: B (LEAVE A REPLY)

NEW QUESTION: 14
On which social channel can users create ad audiences?
A. Instagram
B. Houzz
C. Tiktok
D. Twitter (X)
Answer: (SHOW ANSWER)

NEW QUESTION: 15
In which place can the facebook ad campaign be viewed when created in ad studio?
A. Facebook Business Manager
B. Facebook testing environment
C. JourneyBuilder
D. Harkebing Cloud Setup
Answer: A (LEAVE A REPLY)

NEW QUESTION: 16
How dots social studio unify anonymous and known identities?
Answer:
Deterministic matching

NEW QUESTION: 17
What user permission is required to configure SSO in social studio.
A. Super user

B. full user
C. custom user
D. limited user
Answer: (SHOW ANSWER)
* Understanding SSO and its Importance:
* SSO (Single Sign-On):SSO allows users to access multiple applications (like Social Studio) with a single set of credentials. It's a critical security and administrative feature.
* Security Implications:Configuring SSO involves integrating Social Studio with your organization's identity provider. This requires high-level permissions due to its impact on security and user access.
* Super User Role:
* Highest Level of Access:In Social Studio, the "Super User" role is the highest level of administrative access. Super Users have full control over the account, including all settings related to security, user management, and integrations.
* Why Super User is Needed for SSO:Because SSO configuration touches upon core security settings, it's restricted to Super Users to prevent unauthorized changes.
* Other Roles and Their Limitations:
* B. Full User:Full Users have broad access within workspaces but lack the administrative privileges to configure account-level settings like SSO.
* C. Custom User:Custom User roles are defined with specific permissions. While youcould theoretically create a custom role with SSO configuration access, it's generally not recommended and the Super User role is the standard for this task.
* D. Limited User:Limited Users have the most restricted access, primarily for viewing content within workspaces. They definitely don't have SSO configuration permissions.
In Summary:
Configuring SSO in Social Studio requires the highest level of administrative access, which is granted by the A. Super Userrole.

NEW QUESTION: 18
send multiple emails over a period of 3 months with link to download mobile app. If link clicked then send app feature emails else same mails to download mobile app after every 3 days. How would you design this Multiple select?
A. use query activity to query _ click and use contact data in journey.
B. use journey with email activities and enagagement split activity
C. use contact designer
D. use Journey data and not contact data
Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 19
Where can you see ad details for facebook ad campaign. Both advertising campaigns and journey builder)

A. Journey builder
B. On the facebook ad channel
Answer: A (LEAVE A REPLY)

NEW QUESTION: 20
Where would you add a topic profile
A. Social studio automate
B. Admin settings
C. Workspace settings
D. Social studio engage
Answer: B (LEAVE A REPLY)
* Understanding Topic Profiles:
* Topic profiles are the core of social listening in Social Studio. They define the keywords, social accounts, and other criteria used to capture relevant social media mentions.
* Admin Settings as the Central Hub:
* Admin settings in Social Studio are the central location for managing overall account configurations, user permissions, and, importantly, topic profiles.
* Detailed Steps:
* Access Admin Settings:In Social Studio, you'll click on your profile avatar in the top right corner and then select "Admin".
* Topic Profiles Section:Within the Admin panel, you'll find a dedicated section for "Topic Profiles."
* Create/Edit Topic Profiles:This is where you can create new topic profiles or edit existing ones.
You'll define keywords, include/exclude terms, specify languages, locations, media types, and link social accounts.
* Why Other Options Are Incorrect:
* A. Social Studio Automate:Social Studio Automate is used for automating actions based on rules (e.g., automatically routing posts to different teams, adding classifications). It's not where you create the foundation of social listening (topic profiles).
* C. Workspace Settings:Workspace settings manage collaboration and workflow within a specific workspace. While you might use topic profiles within a workspace, you don't create them there.
* D. Social Studio Engage:Engage is for viewing and interacting with social media content that has already been captured based on your topic profiles. You don't create topic profiles in Engage.
In Summary:

NEW QUESTION: 21
Which three are fields in the Mobileconnect Demographics table?
Choose 3 answers

A. Email
B. Channel
C. Region
D. City
E. Last Name
Answer: A,C,D (LEAVE A REPLY)

NEW QUESTION: 22
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
Answer: B (LEAVE A REPLY)
* Understanding Threshold Limits:In Social Studio, a threshold limit is a setting that determines how many mentions of specific keywords or topics you want to trigger an alert. This helps you manage the volume of social data and focus on the most important conversations.
* Navigating Social Studio:Social Studio is organized around workspaces, which are collaborative spaces for teams to manage social media activities.
* Workspace Settings as the Key:Workspace settings control how individual workspaces operate, including things like user roles, post approval workflows, and notification settings. It makes sense that thresholds related to monitoring are controlled at the workspace level.
* Detailed Steps Within Workspace Settings:
* Access Workspace Settings:In Social Studio, you navigate to "Admin" and then find the specific workspace where you want to set the threshold. Within that workspace, you'll see a "Workspace Settings" option.
* Notification Settings:Within "Workspace Settings," you look for a section related to "Notifications" or "Alerts." This is where you configure how and when you want to be notified about social media activity.
* Threshold Configuration:Within the notification settings, you'll find options to set thresholds for different types of mentions. For example, you might set a threshold to receive an email alert if your brand name is mentioned more than 50 times in an hour.
* Why Other Options Are Incorrect:
* A. Enterprise Admin Settings:Enterprise admin settings control overall Social Studio account settings, user management, and integrations, but they don't manage workspace-specific notifications.
* C. Tab in Engage:Engage tabs are used to view and interact with social media content. While you might see alerts based on a threshold in Engage, you don't set the threshold itself there.

* D. Column in Engage:Engage columns are customizable views of social media content within a tab. They are used for monitoring and engagement, but not for setting threshold limits.
* "Thresholds" in "Admin" settingsrefer to the total count for mentions or posts in a topic profile, not the threshold limit for notifications for social listening.
In Summary:
Workspace settings in Social Studio are where you control the notification thresholds, makingB. workspace settingsthe correct answer. You configure the criteria and frequency at which you want to receive alerts about specific social media mentions within the workspace settings.

NEW QUESTION: 23
You are getting an error while trying to make an inbox message as inactive. What could be the possible reason.
A. The message has already been sent. (once started to send cannot mark as inactive)
B. Some automation activity is using the inbox message
C. The message is already scheduled/active
Answer: A (LEAVE A REPLY)

NEW QUESTION: 24
An administrator needs bankers to see banking-specific Distributed Marketing content and advisors to see advisor-specific Distributed Marketing content. Which two ways can an administrator meet these requirements?
A. Role Hierarchy
B. Financial Hierarchy
C. Industry Rules
D. Sharing Rules
Answer: A,D (LEAVE A REPLY)
* Understanding the Problem:
* We have two distinct user groups (bankers and advisors) within Distributed Marketing (a part of Marketing Cloud).
* Each group needs to access different sets of marketing content.
* We need to leverage Salesforce's security and sharing model to control this content visibility.
* Why Role Hierarchy (A) is a suitable solution:
* What it is: The Role Hierarchy in Salesforce defines the organizational structure and data visibility based on user roles. Users at higher levels in the hierarchy can typically see data owned by or shared with users below them.
* How it helps: We can create a role hierarchy that reflects the relationship between bankers and advisors. For instance:
* Chief Banking Officer (Top Level)

* Regional Banking Manager
* Banker (Lowest Level for Bankers)
* Chief Advisory Officer (Top level on advisor side)
* Regional Advisory Manager
* Advisor (Lowest level for Advisors)
* Content association: Marketing content can be associated with specific roles. If banking content is associated with the "Banker" role or roles above it, then only users in those roles will see it.

Similarly, advisor content can be associated with the "Advisor" role.
* Default visibility: Users in the "Banker" role and above will not be able to see the content assigned to the "Advisor" role by default.
* Why Sharing Rules (D) is also a suitable solution:
* What it is: Sharing Rules allow you to extend record visibility beyond what's granted by the role hierarchy and organization-wide defaults. They let you share records with specific groups of users based on various criteria.
* How it helps: We can create sharing rules to share:
* Banking-specific content with a public group that contains all "Banker" users.
* Advisor-specific content with a public group that contains all "Advisor" users.
* Granular Control: Sharing rules offer flexibility. We can create owner-based sharing rules (share content based on the content owner's role) or criteria-based sharing rules (share content based on content properties, like a "Content Type" field set to "Banking" or "Advisory").
* Why other options are not ideal:
* B. Financial Hierarchy: There's no standard "Financial Hierarchy" concept within Salesforce's core data model or Distributed Marketing that directly maps to controlling content visibility in this way.
* C. Industry Rules: While Salesforce might have industry-specific solutions or AppExchange apps that use the term "Industry Rules," there's no native "Industry Rules" feature specifically designed to control Distributed Marketing content access.

Implementation Steps Using Role Hierarchy and Sharing Rules:
* Define Roles:
* Go to Setup > Users > Roles.
* Create roles like "Banker" and "Advisor" under appropriate parent roles in your hierarchy.
* Create Public Groups:
* Go to Setup > Users > Public Groups.
* Create a "Bankers" group and add all users with the "Banker" role (and any other relevant roles, like a manager who needs to see the content).
* Create an "Advisors" group similarly.
* Set up Distributed Marketing Content:
* In Marketing Cloud, when setting up Distributed Marketing, associate content with relevant roles.

For example, mark banking-related content as visible to the "Banker" role and above.
* Create Sharing Rules (if needed, or for more refined control):
* Go to Setup > Security > Sharing Settings.
* Under a relevant object (e.g., a custom object that holds your content), create a sharing rule.
* Rule Type: Choose either owner-based (if content ownership determines access) or criteria- based (if content fields determine access).
* Share with: Select the "Bankers" public group for banking content and the "Advisors" group for advisor content.
* Access Level: Choose the appropriate access level (e.g., "Read Only").
In Summary:
By leveraging a combination of Role Hierarchy to establish baseline visibility and Sharing Rules to grant additional access as needed, the administrator can ensure that bankers see only banking-specific content and advisors see only advisor-specific content within Distributed Marketing.

NEW QUESTION: 25
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)
A. 15
B. 50
C. 100
D. No limit
Answer: D (LEAVE A REPLY)

NEW QUESTION: 26
Which three features are supported in MC Advertising Studio?
A. Tiktok user matching
B. LinkedIn company matching
C. Myspace user matching
D. Facebook advanced match
E. Linkedin user matching
Answer: B,D,E (LEAVE A REPLY)

NEW QUESTION: 27
In which section can you define fatigue rules to restrict a user from being recommended same content multiple times
A. Einstein content selection
B. Einstein copy insights
C. Einstein engagement scoring
Answer: A (LEAVE A REPLY)

Understanding Content Fatigue:
* Content fatigue occurs when subscribers receive the same or very similar content repeatedly, leading to decreased engagement or even unsubscribes.
Einstein Content Selection and Fatigue Rules:
* Einstein Content Selection is a feature that uses AI to personalize content for each subscriber at the time of send. It takes into account subscriber preferences, past behavior, and available content assets.
* Fatigue Rules: Within Einstein Content Selection, you can define "fatigue rules" (also sometimes referred to as "exclusion rules"). These rules prevent the system from recommending the same content to a subscriber too frequently within a defined timeframe.
Why Other Options Are Incorrect:
* B. Einstein Copy Insights: Focuses on analyzing subject line performance and providing recommendations, not on managing content fatigue.
* C. Einstein Engagement Scoring: Predicts the likelihood of a subscriber engaging with emails (opening, clicking, unsubscribing). It doesn't directly control content selection or fatigue rules.

NEW QUESTION: 28
What is the fastes way to add a classification to a post?
A. Macro
B. Add classification manually to each post.
C. Classification cannot be added to a post
Answer: (SHOW ANSWER)
* Understanding Classifications and Macros:
* Classifications:In Social Studio, classifications are tags or labels you apply to posts to categorize them (e.g., sentiment, product, campaign, etc.). They are essential for analysis and reporting.
* Macros:Macros are pre-defined sets of actions that can be applied to posts with a single click.
They automate repetitive tasks.
* Why Macros are the Fastest:
* Automation:Macros are designed for efficiency. You can create a macro that applies a specific classification (or a set of classifications) to a post automatically.
* One-Click Application:Instead of manually selecting the classification from a dropdown menu for each post, you simply select the post(s) and apply the relevant macro.
* How to Use Macros for Classifications:
* Create a Macro:In Social Studio, go to "Admin" then find "Macros" under your workspace. Create a new macro and name it appropriately (e.g., "Classify as Positive Sentiment").
* Define Macro Actions:Within the macro, add an action to "Set Classification." Choose the desired classification tag(s).

* Apply the Macro:In Engage, select the post(s) you want to classify. From the action menu, choose your macro.
* Why Other Options Are Incorrect:
* B. Add classification manually to each post:While youcanadd classifications manually, it's time-consuming, especially when dealing with a large volume of posts.
* C. Classification cannot be added to a post:This is incorrect. Classifications are a fundamental part of organizing and analyzing social data in Social Studio.
In Summary:
Macros provide the fastest way to add classifications to posts in Social Studio because they automate the process, allowing you to apply classifications with a single click.
Therefore,A. Macrois the correct answer.

NEW QUESTION: 29
Which two statement are true when using Journey Data and Contact Data within Journey Builder?
Choose 2 answers
A. Contact Data is a set of static values passed into the Journey for each contact.
B. Contac data is dynamic data that retrieves the latest value upon decision split execution.
C. Journey Data is dynamic data that retrieves the latest value upon decision split execution
D. journey Data is a set of static values passed into the journey for each contact.
Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 30
What are three differences between the new MC Transactional Messaging API and previous MC triggered message API versions?
A. Messages are sent as quickly as possible. For email, there is no more low, medium, or high priority.
B. MC Transactional Messaging requires the selection of prioritization - low, medium or high priority.
C. The software can track each message utilizing the Event Notification service.
D. Transactional messaging limits the number of API calls a minute.
E. API runs on an updated messaging platform which improves scale and send speed
Answer: (SHOW ANSWER)

NEW QUESTION: 31
How much historical data is immediately available when a managed FB account is added to Social Studio?
A. Six Months
B. One Year

C. One week
D. Thirty days
Answer: (SHOW ANSWER)

NEW QUESTION: 32
If a subscriber, who joined 2 weeks ago, clicks the main CTA (download mobile app), send the subscriber email content on the top five mobile app features. If not, send original email. 50K max daily audience. Series of 3 emails. Based on the scenario above, what is the best solution to automate this daily campaign?
A. Use Journey Builder's (JB) Data Extension Entry Source and JB Email Activities
B. Create a daily automation in Automation Studio that includes a single SQL query activity that populates a sendable data extension based on the campaign criteria (joined two weeks ago).
C. Write a SOL query activity joining the sendable audience with the CLICK data view to identify who clicked the "Download Mobile App" link.
D. Use Automation Studio's (AS) Query Entry Source and AS Send Email Activities
E. Use Journey Builder Engagement Splits to identify who Clicked the "Download Mobile App' link.
Answer: A,B,E (LEAVE A REPLY)

NEW QUESTION: 33
Which three statements are true of Einstein Messaging insights (EMI)?
Choose 3 answers
A. EMI detects how quickly the message was read
B. EMI detects anomalies and unexpectedly low or high values andgenerates insights
C. EMI monitors the Open Rate, Click Rate, and Unsubscribe Rates of your email sends
D. EMI analyzes both batch and journey builder sends
E. EMI pre-determines the percentage of subscribers that will unsubscribe
Answer: B,D,E (LEAVE A REPLY)

NEW QUESTION: 34

How often are Einstein Engagement Scores updated?
A. Every hour
B. Every day for email, every week for mobile.
C. Every day
D. Every day for mobile, every week for email.
Answer: (SHOW ANSWER)

NEW QUESTION: 35
What two Journey types enable an administrator to efficiently create and track opens and clicks?
A. Region Send
B. Country Send
C. Language Send
D. Single Send
E. Transactional Send
Answer: (SHOW ANSWER)

NEW QUESTION: 36
What is true about contact data and journey data.
A. Contact data is static and journey data is updated data
B. Journey data is static and contact data is updated data.
Answer: B (LEAVE A REPLY)

NEW QUESTION: 37
28, Whit are the functionalities of ad studio. Select multiple.
A. linkedin Company match.
B. myspace user match.
C. tiktok user match.Ez
D. facebook advanced match.
E. linkedin user match.
Answer: A,D,E (LEAVE A REPLY)

NEW QUESTION: 38
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
Answer: D (LEAVE A REPLY)
Understanding Send Time Optimization (STO):

* Purpose: STO is a Marketing Cloud feature that uses AI to determine the optimal time to send an email to each individual subscriber, maximizing the likelihood of engagement.
* How it Works: STO analyzes a subscriber's historical engagement data (when they typically open and click emails) to predict the best send time within a 24-hour window.
STO Send Time Logic:
* Prediction Window: STO predicts the hour within the next 24 hours when a subscriber is most likely to engage.
* Send at Predicted Hour: The email is sent during that predicted hour.
* It's not immediate: STO doesn't send emails immediately upon entering the activity. It waits for the predicted optimal hour.
* It's not within the first minute of the next hour: STO determines a specific hour, not just the start of the next hour.
* It's not necessarily within the next hour: The predicted hour could be several hours away, depending on the subscriber's engagement history.

NEW QUESTION: 39
How often are the Einstein Engagement Scoring scores updated for Email?
A. Monthly
B. Weekly
C. Daily
D. Hourly
Answer: C (LEAVE A REPLY)

NEW QUESTION: 40
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
Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 41
Where to create topic profiles in command center?
A. command center
B. social automate
C. social admin
Answer: (SHOW ANSWER)

NEW QUESTION: 42
What is the fastest method of adding web analytics tags to all posts created in Social Studio Publish?

A. Post Approvals
B. Individually
C. Publish Macros
D. Workspace Shared Notes
Answer: C (LEAVE A REPLY)

NEW QUESTION: 43
What is true about Einstein Engagement Scoring (EES)?
A. EES can import historical purchase data to drive conversion predications
B. EES requires Collect Code Tracking forweb conversion predictions
C. EES takes into account custom unsubscribe handling
D. EES analyzes all send data from Marketing Cloud
Answer: (SHOW ANSWER)

NEW QUESTION: 44
Where are Topic Profiles configured for use in Command Center?
A. Command Center Admin
B. Social Studio Automate
C. Social Studio Engage
D. Social Studio Admin
Answer: (SHOW ANSWER)

NEW QUESTION: 45
How does social studio unify anonymous and known identities?
A. social networking
B. Deterministic matching
Answer: (SHOW ANSWER)

NEW QUESTION: 46
Which three factors are analyzed for each subject line by Einstein Copy Insights?
A. Emotional tone
B. Frequently used phrases
C. Phrases that spark engagement
D. Improper punctuation
E. Spelling Errors
Answer: (SHOW ANSWER)