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QUESTION 1

What are three areas a business user can apply custom catalog dimensions?

- A. Template filtering
- B. Segmentation
- C. Reporting
- D. Recipe exclusions and boosting
- E. Campaign targeting

Correct Answer: CDE

QUESTION 2

If a developer needs to test a website where a beacon from a different dataset has been deployed, which feature of the Evergage Launcher needs to be enabled to simulate?

- A. Developer tools
- B. Force SDK URL
- C. Campaign Debugger
- D. Inject SDK

Correct Answer: B

QUESTION 3

What is the salesforce point of view for end to end flow of data for real-time personalization within interaction studio?
[Check]

- A. Data-in, understand, engage, data-out, analyse
- B. Know, understand, personalise, engage, analyse
- C. Identify, understand, decide, act, analyse
- D. Profile, insight, understand, act, analyse

Correct Answer: C

QUESTION 4

How are anonymous visitors tracked?



- A. Interaction studio assigns a unique alphanumeric identifier using a first-party cookie
- B. Interaction studio assigns a unique alphanumeric identifier using a 3rd party cookie
- C. The customer must assign a unique alphanumeric identifier using a first-party cookie
- D. The browser assigns a 3rd party cookie

Correct Answer: A

QUESTION 5

What can you learn from segment compare on the segment detail tab?

- A. To understand view time purchases attributes revenue by category
- B. To compare users, engagement activity and other actions across segments displayed
- C. To view individual users that are part of the segment
- D. To understand what campaign use the segment for targeting

Correct Answer: B

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