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QUESTION 1

When does site mapping happen during the implementation process?

- A. At the beginning of the build phase since it is the basis for the rest of the implementation
- B. In the middle after certain components like the catalog have been populated
- C. At the end after everything is defined in the system
- D. It can happen at any point since it is unrelated to the rest of the implementation

Correct Answer: B

QUESTION 2

Which two components does a user need to configure in IS to display Einstein product recommendation vis IS connection for sales and service cloud?

- A. Einstein recipes
- B. Catalog items
- C. Promotion
- D. Einstein Decision

Correct Answer: D

QUESTION 3

A business user created a segment to track everyone that has looked at the homepage today. How long does it take for a web visitor to join the After viewing the homepage?

- A. Immediate

Correct Answer: A

QUESTION 4

In the user interface what is the visual representation of the data about a single visitor including preference?

- A. Unified view of customer
- B. unified customer profile
- C. Single source of truth
- D. Single view of customer



Correct Answer: B

QUESTION 5

What interaction studio component contains experiences and messages you design to personalize the interaction a visitor has with your channels?

- A. Recipes
- B. Templates
- C. Audiences
- D. Campaigns

Correct Answer: D

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