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QUESTION 1

Which three components of a server side campaign can be defined by a business user?

A. Campaign rendering

B. Campaign responses

C. Promoted content

D. Experience rules

E. User attributes

Correct Answer: CDE

QUESTION 2

ETL feeds must follow explicit specifications and require which type of file format?

A. Binary

B. CSV

C. JSON

D. Text

Correct Answer: B

QUESTION 3

What is the interaction studio terminology for the collection of products and content as well as related categories, and tags - such as brand, gender, style, keyword and author?

A. Dimensions

B. Catalog

C. Channel

D. Directory

Correct Answer: A

QUESTION 4

What three components are defined by the developer in the Sitemap?

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A. Page Types

B. Events

C. Promotions

D. Campaigns

E. Content Zones

Correct Answer: ABE

QUESTION 5

A brand wants to do an ad-hoc export of a new user-defined attributes, what option would they choose?

A. The option to include built-in fields on a segment export

B. The option to exclude anonymous fields on a segment export

C. The option to include all custom fields on a segment export

D. The option to send segment date to Marketing Cloud

Correct Answer: C

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