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1 / 4

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2 / 4

QUESTION 1

A marketer would like to display the most common products purchased by previous buyers along with the main item on a product page, which ingredient would they need to use in the recipe?

A. Co-Buy

B. Similar Items

C. Trending

D. Co-Browse

Correct Answer: A

QUESTION 2

What are the three ways segments are used in Interaction studio?

A. Set goals and filters

B. Targeting for campaigns

C. Creation related lists within salesforce CRM

D. Analytics, trends and engagement

E. Recommending products

Correct Answer: ABD

QUESTION 3

If you want to compare the completion of two objectives based on a filter, what report would you use?

A. Visitor behaviour report

B. Referring sources report

C. Goal completion report

D. Goal comparison report

Correct Answer: D

QUESTION 4

A brand\'s website is seeing high traffic but much of the behaviour is anonymous. How does IS unify anonymous identifies?

A. IS uses probability matching to determine if two or more profiles represent for user identity

B. IS synchronise anonymous and knows profiles once a day based or online traffic and data offer sources

C. IS constantly monitors identifying information then user determines matching to determine if two or more profiles identify

D. IS users third party software to match anonymous and knows identifies

Correct Answer: D

QUESTION 5

Which development language is used to code the sitemap?

A. Python

B. Javascript

C. jQuery

D. Ampscript

Correct Answer: B

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4 / 4