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QUESTION 1

Which feature allows a business user to overlay campaign creation and editing directly on their website?

- A. Javascript Beacon
- B. Visual Editor
- C. Web SDK
- D. Web Extension

Correct Answer: C

QUESTION 2

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 3

Which two items can be included in the total engagement score calculation?

- A. Identity merge date
- B. Visits
- C. Actions
- D. Time of Day

Correct Answer: BC

QUESTION 4

What are the components of an interaction studio web campaign?

- A. Email capture, homepage, and product requisite
- B. Experience, template, and content Zone



C. Configured recipe, visitor profile, and content window

D. Affinity, infobard and attribution window

Correct Answer: B

QUESTION 5

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

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