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QUESTION 1

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, infobar and attribution window

Correct Answer: B

QUESTION 2

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 3

Which global templates do you select and customize to provide trending blog recommendations on the homepage?

- A. Einstein content recommendation
- B. Banner with CTA
- C. Infobar with CTA
- D. Einstein product recommendation

Correct Answer: D

QUESTION 4

Which ETL feed is used to bring campaign tracking data from marketing cloud messaging and journeys or pardot?

- A. Product ETL



- B. Transaction ETL
- C. Manual segment ETL
- D. External email campaign events ETL

Correct Answer: D

QUESTION 5

Event API requests are made using what two content types (select 2)?

- A. CSV
- B. XML
- C. Form URL encoded
- D. JSON

Correct Answer: CD

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