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### QUESTION 1

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

- A. CSV
- B. JSON
- C. Binary
- D. TextDocs

Correct Answer: A

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### QUESTION 2

Which user attribute data types are supported in the identity system?

- A. String and integer
- B. Multistring
- C. String
- D. String and Multistring

Correct Answer: C

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### 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

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### QUESTION 4

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

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#### QUESTION 5

Which ingredient shows a visitor products or content based on a "people like me" algorithm?

- A. Similar Items
- B. Trending
- C. Collaborative Filtering
- D. Co Browser

Correct Answer: C

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