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QUESTION 1

How many times can a visitor accomplish a goal in interaction studio?

- A. It varies depending on the setup of the goal segment
- B. Each time a visitor leaves and rejoins the goal segment
- C. Only once for all time
- D. No more than twice or the goal completion will no longer be counted

Correct Answer: B

QUESTION 2

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 3

Which scenario is a valid interaction studio use case?

- A. Recommendations in email which are personalised at send time
- B. Behavioural targeting with 3rd party audience data
- C. Recommendations in email which are personalized at open time
- D. Machine learning driven insights within a customer database

Correct Answer: C

QUESTION 4

What is the maximum number of user attributes you can setup per dataset?

- A. 100
- B. 50



C. 250

D. 500

Correct Answer: A

QUESTION 5

In the user interface what is the visual representation of the data about a single visitor including preference?

A. Unified view of customer

B. unified customer profile

C. Single source of truth

D. Single view of customer

Correct Answer: B

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