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QUESTION 1

Which three components of a recipe are optional when configuring a new algorithm?

- A. Decisions
- B. Ingredients
- C. Variation
- D. Boosters
- E. Exclusions

Correct Answer: CDE

QUESTION 2

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

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

Correct Answer: A

QUESTION 3

How does interaction studio deliver technical value to marketers? [Check]

- A. By providing a cloud-based unified e-commerce platform with mobile, AI personalisation, order management capabilities, and related services for B2C
- B. By listening to customer signals, understanding customer intent, and acting accordingly
- C. By providing a platform to manage, schedule, create and monitor content
- D. By providing a cloud-based application designed to help salespeople sell smarter and faster

Correct Answer: B

QUESTION 4

A business user created a segment to track everyone that has looked at the homepage today. How long does it take for a web visitor to join the After viewing the homepage?



A. Immediate

Correct Answer: A

QUESTION 5

When should you define goals and filters?

- A. After launching a campaign that you want to measure against a goal or filter
- B. Over time, when you have something new you want to measure
- C. When you are reviewing campaign statistics for a published campaign
- D. Before launching a campaign that you want to measure against a goal or filter

Correct Answer: C

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