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QUESTION 1

Which three components of a server side campaign can be defined by a business user?

- A. Campaign rendering
- B. Campaign responses
- C. Promoted content
- D. Experience rules
- E. User attributes

Correct Answer: CDE

QUESTION 2

How often is the Event Stream report refreshed?

- A. Every Day
- B. Every 15 Seconds
- C. Every 30 Minutes
- D. Every hour

Correct Answer: A

QUESTION 3

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

QUESTION 4

What are the components of an interaction studio web campaign? [check]

- 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

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. Channel

C. Directory

D. Catalog

Correct Answer: A

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