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1 / 7

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2 / 7

QUESTION 1

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 2

Which two components does a user need to configure in IS to display Einstein product recommendation vis IS connection for sales and service cloud?

A. Einstein recipes

B. Catalog items

C. Promotion

D. Einstein Decision

Correct Answer: D

QUESTION 3

A brand\\'s website is seeing high traffic but much of the behaviour is anonymous. How does IS unify anonymous identifies?

A. IS uses probability matching to determine if two or more profiles represent for user identity

B. IS synchronise anonymous and knows profiles once a day based or online traffic and data offer sources

C. IS constantly monitors identifying information then user determines matching to determine if two or more profiles identify

D. IS users third party software to match anonymous and knows identifies

Correct Answer: D

QUESTION 4

What would a marketer include if they want to ensure they display recommendations from more than one category?

A. Variation

B. Exclusion

C. Ingredient

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3 / 7

D. Booster

Correct Answer: A

QUESTION 5

When does site mapping happen during the implementation process?

A. At the beginning of the build phase since it is the basis for the rest of the implementation

B. In the middle after certain components like the catalog have been populated

C. At the end after everything is defined in the system

D. It can happen at any point since it is unrelated to the rest of the implementation

Correct Answer: B

QUESTION 6

What three components can a web developer define by pageType?

A. Item Actions

B. Campaign

C. Goals

D. Content Zones

E. Capturing Attribute

Correct Answer: ADE

QUESTION 7

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 8

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4 / 7

Which two successs metrics can a company achieve with IS their web channel?

A. Increase in first time visitor

B. Increase in conversion rate

C. Increase in organic search ranking

D. Increase in revenue

Correct Answer: BC

QUESTION 9

What are two types that real time interaction management helps marketers to personalize the customer?

A. Data Aggregation

B. Data Storage

C. Next best Action

D. Orchestration

Correct Answer: CD

QUESTION 10

Which development language is used to code the sitemap?

A. Python

B. Javascript

C. jQuery

D. Ampscript

Correct Answer: B

QUESTION 11

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

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5 / 7

Correct Answer: D

QUESTION 12

Which entry source event type needs to be configured for a journey to be used in the segment join to journey builder feature?

A. Audience

B. Salesforce data

C. API

D. Date based

Correct Answer: C

QUESTION 13

If a developer needs to test a website where a beacon from a different dataset has been deployed, which feature of the Evergage Launcher needs to be enabled to simulate?

A. Developer tools

B. Force SDK URL

C. Campaign Debugger

D. Inject SDK

Correct Answer: B

QUESTION 14

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

QUESTION 15

What are the three types of mobile campaigns a business user can create in IS?

A. JSON Data A

B. In-App Notification

C. Browser Notification

D. SMS Text Message

E. Push Message

Correct Answer: BE

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7 / 7