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QUESTION 1

How can a new API user be set up?

- A. An account owner can create an API user in Management > Security Settings.
- B. An account owner can create an API user in Management > Predict Data Sources.
- C. An account owner can create an API user in Management > User Management.
- D. A system operator can use an API endpoint to generate a new user.

Correct Answer: A

QUESTION 2

You are trying to send a testmail, but the following error message appears: "Unable to launch mailing because some mandatory fields are empty or invalid. Please check all mandatory fields and try again." What could be causing this error? Note: There are 2 correct Answer: to this question.

- A. From (name) and From (email address)
- B. Image alternative text
- C. Style settings
- D. Subject line

Correct Answer: AD

QUESTION 3

You are building an abandoned cart program that uses a discount voucher. You don't want any users to receive more than 1 voucher in a 30 day period. There are wait nodes in the program that spam multiple days. Which participation setting do you need?

- A. Contacts can enter this program again 30 days and 0 hours after exiting it.
- B. Contacts can enter this program again 30 days and 0 hours after entering it.
- C. Contacts can enter this program only once, ever.
- D. Contacts can enter this program any time, even if they are still in it.

Correct Answer: A

QUESTION 4

Which of the following describe Automation Center programs and Interactions programs? Note: There are 2 correct



Answer: to this question.

- A. The only difference is that Interactions programs have different entry points.
- B. Interactions programs can be used for campaigns that should be sent in real time as a reaction to customer activities.
- C. Automation Center programs always ignore the opt-in status.
- D. Automation programs can be used for automated multiple-step, multi-channel programs for one- off or recurring lifecycle campaigns.

Correct Answer: BD

QUESTION 5

A contact no longer wants to receive SMS marketing messages from you, so opts out. What types of messages can you still send? Note: There are 2 correct Answer: to this question.

- A. Abandoned cart
- B. Order delay notification
- C. Password retrieval message
- D. Membership upgrade

Correct Answer: BC

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