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QUESTION 1

What are some of the attributes that can be used as criteria to create an audience? Note: There are 3 correct answers to this question.

A. Profile entity attributes

B. Attributes from another audience

C. Action attributes

D. Activity attributes

E. Segment attributes

Correct Answer: ADE

QUESTION 2

Which of the following can be used as audience conditions? Note: There are 3 correct answers to this question.

A. Segment

B. Indicator

C. Action

D. Event

E. Profile attribute

Correct Answer: ABE

QUESTION 3

You need to perform a quick ingestion test to evaluate your configuration. What is the simplest recommended way of doing this?

A. By firing the action manually from Action Status

B. By firing the event manually from Event Status

C. By dropping a file in an FTP Server

D. By using the Event Playground

Correct Answer: D

QUESTION 4

What is the purpose of the Connector Studio?

A. It enables creation of templates for source/destination REST API applications.

B. It enables creation of ETL jobs and data pipelines for data ingestion.

C. It enables creation of CX Flows and Journeys for new customers.

D. It enables creation of Matching Rules for joining different pieces of customer data.

Correct Answer: A

QUESTION 5

What are some of attributes in the customer schema that can be mapped to action attributes?Note: There are 3 correct answers to this question.

A. Privacy

B. Behavioral

C. Events

D. Activities

E. Profile entity

Correct Answer: ADE

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