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QUESTION 1

What is the unified customer profile?

- A. A view of each visitor, customer, and user based on their behaviour on your website, with marketing emails or, with any integrated channel
- B. A offline report of every visitor, customer, and user based on their interaction with your website, web application, mobile store, call center, and email received from your company
- C. A unified view of all customer activity across, websites, web applications, mobile store, call center
- D. A profile view for administrators to see activity across all of the customer touch points

Correct Answer: A

QUESTION 2

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 3

What are the two competitive advantages of interaction studio? [check]

- A. Monitors active time spent and true engagement
- B. Integrated content management system
- C. Managers Consent
- D. True Real-Time Decisioning

Correct Answer: AD

QUESTION 4

What is the rule criteria that you can use in the segment creation process?

- A. Actions



- B. Social mentions
- C. Email click throughs
- D. Dimensions

Correct Answer: A

QUESTION 5

A business user wants to deliver different experiences to different segments within the same campaign, which testing option should they select?

- A. A/B testing
- B. Rule based testing
- C. Time based testing
- D. Variation testing

Correct Answer: B

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