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QUESTION 1

What interaction studio component contains experiences and messages you design to personalize the interaction a visitor has with your channels?

- A. Recipes
- B. Templates
- C. Audiences
- D. Campaigns

Correct Answer: D

QUESTION 2

What are three features of the WebSDK when deployed on a website?

- A. Configure filters and goals
- B. Rendering campaign for personalisation
- C. Identity and cookie management
- D. Sitemapping for data collection
- E. Loading data from ETL feeds

Correct Answer: BCD

QUESTION 3

How many times can a visitor accomplish a goal in interaction studio?

- A. It varies depending on the setup of the goal segment
- B. Each time a visitor leaves and rejoins the goal segment
- C. Only once for all time
- D. No more than twice or the goal completion will no longer be counted

Correct Answer: B

QUESTION 4

What three components are defined by the developer in the Sitemap?



- A. Page Types
- B. Events
- C. Promotions
- D. Campaigns
- E. Content Zones

Correct Answer: ABE

QUESTION 5

What are the three ways segments are used in Interaction studio?

- A. Set goals and filters
- B. Targeting for campaigns
- C. Creation related lists within salesforce CRM
- D. Analytics, trends and engagement
- E. Recommending products

Correct Answer: ABD

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