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QUESTION 1

What would a marketer include in a recipe if they want the visitor affinity score when showing recommendations?

- A. Exclusion
- B. Ingredients
- C. Booster
- D. Variation

Correct Answer: C

QUESTION 2

A brand is testing three campaigns, each one with a control experience. Which segment type can the brand setup to make sure the same group always gets the control experience?

- A. Third party segment
- B. Control group segment
- C. A/B test segment
- D. Location-based segment

Correct Answer: B

QUESTION 3

How many days after the date of upload will files be deleted from the SFTP?

- A. 180 days
- B. 30 days
- C. 60 days
- D. 90 days

Correct Answer: C

QUESTION 4

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 5

How does IS define web template?

- A. A repeatable framework used to create a web campaign
- B. A google Chrome Extension
- C. The events and behavior of what will be captured on the websites
- D. An area on your site that a developer has configured.

Correct Answer: A

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