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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

Which data feed integrates purchase data into a profile in interaction studio?

A. Interaction feed

B. Conversion feed

C. Transaction feed

D. Catalog feed

Correct Answer: C

QUESTION 3

A business user created a segment to track everyone that has looked at the homepage today. How long does it take for a web visitor to join the ..... After viewing the homepage?

A. Immediate

Correct Answer: A

QUESTION 4

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.

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Correct Answer: A

QUESTION 5

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

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