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QUESTION 1

What are the two main functions of the Event API? (select 2)

- A. Capture user attributes and actions
- B. Process GDPR data or deletion requests
- C. Return campaign responses
- D. Bulk load external campaign data

Correct Answer: AC

QUESTION 2

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 3

What are two types that real time interaction management helps marketers to personalize the customer

- A. Data Aggregation
- B. Data Storage
- C. Next best Action
- D. Orchestration

Correct Answer: CD

QUESTION 4

Which two items can be included in the total engagement score calculation?

- A. Identity merge date
- B. Visits



C. Actions

D. Time of Day

Correct Answer: BC

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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