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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 two features of Marketing cloud Personalization can be used in an open-time email Campaign?

- A. Recipe
- B. Attribute
- C. Survey
- D. Promotion

Correct Answer: AD

QUESTION 3

When using B2B Detect, which two options are valid account origins?

- A. IP address
- B. Time of day
- C. Customer date of birth
- D. Account Domain

Correct Answer: AD

QUESTION 4

What is the purpose of defining content zones in the sitemap?



- A. To define where campaigns can render on a website
- B. To report on web campaign performance
- C. To specify the size of the content that will be used
- D. To ingest catalog information from the page

Correct Answer: A

QUESTION 5

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

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