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QUESTION 1

What is the maximum number of user attributes you can setup per dataset?

- A. 100
- B. 50
- C. 250
- D. 500

Correct Answer: A

QUESTION 2

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

QUESTION 3

The sitemap provides the functionality that enables IS to identify which three items?

- A. Page types
- B. content zones
- C. attributes
- D. campaign
- E. Templates

Correct Answer: ABC

QUESTION 4

ETL feeds must follow explicit specifications and requires which type of file format?



- A. CSV
- B. JSON
- C. Binary
- D. TextDocs

Correct Answer: A

QUESTION 5

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

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