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QUESTION 1

Which development language is used to code the sitemap?

- A. Python
- B. Javascript
- C. jQuery
- D. Ampscript

Correct Answer: B

QUESTION 2

What attribute and value is passed in the event API request for returning server side campaigns? [check]

- A. Source = Server
- B. Server Side messages = 1
- C. Server side are always returned
- D. Server side = true

Correct Answer: A

QUESTION 3

What can you learn from segment compare on the segment detail tab?

- A. To understand view time purchases attributes revenue by category
- B. To compare users, engagement activity and other actions across segments displayed
- C. To view individual users that are part of the segment
- D. To understand what campaign use the segment for targeting

Correct Answer: B

QUESTION 4

What qualifies a web visitor to see any experience of a web campaign?

- A. Campaign tracking rules



- B. Einstein Next Best Action
- C. Einstein Recipe Ingredients
- D. Email campaign rules

Correct Answer: C

QUESTION 5

Which three components of a recipe are optional when configuring a new algorithm?

- A. Decisions
- B. Ingredients
- C. Variation
- D. Boosters
- E. Exclusions

Correct Answer: CDE

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