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QUESTION 1

How quickly does interaction studio synthesize and activate data to gauge and respond to

- A. 30 Seconds
- B. 30 milliseconds
- C. 1 second
- D. 1 minutes

Correct Answer: B

QUESTION 2

Which entry source event type needs to be configured for a journey to be used in the segment join to journey builder feature?

- A. Audience
- B. Salesforce data
- C. API
- D. Date based

Correct Answer: C

QUESTION 3

What is the rule criteria that you can use in the segment creation process?

- A. Actions
- B. Social mentions
- C. Email click throughs
- D. Dimensions

Correct Answer: A

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

What are the three types of mobile campaigns a business user can create in IS?

- A. JSON Data A
- B. In-App Notification
- C. Browser Notification
- D. SMS Text Message
- E. Push Message

Correct Answer: BE

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