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QUESTION 1

A brand wants to do an ad-hoc export of a new user-defined attributes, what option would they choose?

- A. The option to include built-in fields on a segment export
- B. The option to exclude anonymous fields on a segment export
- C. The option to include all custom fields on a segment export
- D. The option to send segment date to Marketing Cloud

Correct Answer: C

QUESTION 2

A customer service representative for a bank is on the phone with a prospect and wants to promote the next best offer based on digital behaviour. How would they accomplish this in service cloud?

- A. The agent uses a customized next best offer widget powered by the interaction studio connector
- B. Leverage service cloud to inform IS in real-time
- C. Use machine learning to serve product/ content recommendations in email sent by your ESP
- D. Manually sync data from Interaction studio to service cloud

Correct Answer: A

QUESTION 3

Which three components of a server side campaign must be coded by a developer?

- A. Campaign Setup
- B. Parsing the JSON Response
- C. Tracking of campaign statistics
- D. Content Selection
- E. EVENT API Request

Correct Answer: BCE

QUESTION 4

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 5

What are the two competitive advantages of interaction studio? [check]

- A. Monitors active time spent and true engagement
- B. Integrated content management system
- C. Managers Consent
- D. True Real-Time Decisioning

Correct Answer: AD

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