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QUESTION 1

What are the two main functions of the Event API? (select 2)

- A. Capture user attributes and actions
- B. Process GDPR data or deletion requests
- C. Return campaign responses
- D. Bulk load external campaign data

Correct Answer: AC

QUESTION 2

Event API requests are made using what two content types (select 2)?

- A. CSV
- B. XML
- C. Form URL encoded
- D. JSON

Correct Answer: CD

QUESTION 3

When should you define goals and filters?

- A. After launching a campaign that you want to measure against a goal or filter
- B. Over time, when you have something new you want to measure
- C. When you are reviewing campaign statistics for a published campaign
- D. Before launching a campaign that you want to measure against a goal or filter

Correct Answer: C

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

What are the three types of ingredients available for a recipe?

A. Catalog-based and Trending

B. Recommendations

C. Co-Occurrence

D. Machine Learning

E. Promotions

Correct Answer: ABC

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