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QUESTION 1

How many times can a visitor accomplish a goal in interaction studio?

- A. It varies depending on the setup of the goal segment
- B. Each time a visitor leaves and rejoins the goal segment
- C. Only once for all time
- D. No more than twice or the goal completion will no longer be counted

Correct Answer: B

QUESTION 2

What are three areas a business user can apply custom catalog dimensions?

- A. Template filtering
- B. Segmentation
- C. Reporting
- D. Recipe exclusions and boosting
- E. Campaign targeting

Correct Answer: CDE

QUESTION 3

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 4

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 5

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 6

What are the three primary areas of data stored in IS which represent a company's key business informative?

- A. User behaviour
- B. Employee performance
- C. Shadow catalog information
- D. Statistical tracking of KPI's
- E. Operational information

Correct Answer: ACD

QUESTION 7

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 8

What would a marketer include if they want to ensure they display recommendations from more than one category?

- A. Variation
- B. Exclusion
- C. Ingredient
- D. Booster

Correct Answer: A

QUESTION 9

Which user attribute data types are supported in the identity system?

- A. String and integer
- B. Multistring
- C. String
- D. String and Multistring

Correct Answer: C

QUESTION 10

How many days after the date of upload will files be deleted from the SFTP?

- A. 180 days
- B. 30 days
- C. 60 days
- D. 90 days

Correct Answer: C

QUESTION 11

What is the interaction studio terminology for the collection of products and content as well as related categories, and tags - such as brand, gender, style, keyword and author?



- A. Dimensions
- B. Catalog
- C. Channel
- D. Directory

Correct Answer: A

QUESTION 12

What are two ways to populate the interaction studio catalog? [check] A. ETL Feed

- B. Third-party integration
- C. Web sdk
- D. Email pixel

Correct Answer: AC

QUESTION 13

How are anonymous visitors tracked?

- A. Interaction studio assigns a unique alphanumeric identifier using a first-party cookie
- B. Interaction studio assigns a unique alphanumeric identifier using a 3rd party cookie
- C. The customer must assign a unique alphanumeric identifier using a first-party cookie
- D. The browser assigns a 3rd party cookie

Correct Answer: A

QUESTION 14

A brand is testing three campaigns, each one with a control experience. Which segment type can the brand setup to make sure the same group always gets the control experience?

- A. Third party segment
- B. Control group segment
- C. A/B test segment
- D. Location-based segment

Correct Answer: B



QUESTION 15

What three components are defined by the developer in the Sitemap?

- A. Page Types
- B. Events
- C. Promotions
- D. Campaigns
- E. Content Zones

Correct Answer: ABE

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