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QUESTION 1

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

QUESTION 2

How often is the Event Stream report refreshed?

- A. Every Day
- B. Every 15 Seconds
- C. Every 30 Minutes
- D. Every hour

Correct Answer: A

QUESTION 3

Which ETL feed is used to bring campaign tracking data from marketing cloud messaging and journeys or pardot?

- A. Product ETL
- B. Transaction ETL
- C. Manual segment ETL
- D. External email campaign events ETL

Correct Answer: D

QUESTION 4

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 5

What two features of interaction studio can be used in an open-time email campaign?

- A. Promotion
- B. Attribute
- C. Survey
- D. Recipe

Correct Answer: AD

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