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QUESTION 1

What are IS machine learning powered algorithms called?

A. Machine Learning Tools

B. Einstein Recipe

C. Einstein Decisions

D. Data Science Workbends

Correct Answer: B

QUESTION 2

What is the salesforce point of view for end to end flow of data for real-time personalization within interaction studio?
[Check]

A. Data-in, understand, engage, data-out, analyse

B. Know, understand, personalise, engage, analyse

C. Identify, understand, decide, act, analyse

D. Profile, insight, understand, act, analyse

Correct Answer: C

QUESTION 3

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 4

When using B2B Detect, which two options are valid account origins?

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A. IP address

B. Time of day

C. Customer date of birth

D. Account Domain

Correct Answer: AD

QUESTION 5

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

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