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QUESTION 1

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

A. IP address

B. Time of day

C. Customer date of birth

D. Account Domain

Correct Answer: AD

QUESTION 2

A marketer would like to display the most common products purchased by previous buyers along with the main item on a product page, which ingredient would they need to use in the recipe?

A. Co-Buy

B. Similar Items

C. Trending

D. Co-Browse

Correct Answer: A

QUESTION 3

What attribute and value is passed in the event API request for returning server side campaigns?

A. Source = Server

B. Server Side messages = 1

C. Server side are always returned

D. Server side = true

Correct Answer: A

QUESTION 4

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

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B. Channel

C. Directory

D. Catalog

Correct Answer: A

QUESTION 5

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

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