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QUESTION 1

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 data to Marketing Cloud

Correct Answer: C

QUESTION 2

In the user interface what is the visual representation of the data about a single visitor including preference?

- A. Unified view of customer
- B. unified customer profile
- C. Single source of truth
- D. Single view of customer

Correct Answer: B

QUESTION 3

What is the unified customer profile?

- A. A view of each visitor, customer, and user based on their behaviour on your website, with marketing emails or, with any integrated channel
- B. A offline report of every visitor, customer, and user based on their interaction with your website, web application, mobile store, call center, and email received from your company
- C. A unified view of all customer activity across, websites, web applications, mobile store, call center
- D. A profile view for administrators to see activity across all of the customer touch points

Correct Answer: A

QUESTION 4

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 5

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

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