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QUESTION 1

What qualifies a web visitor to see any experience of a web campaign?

- A. Campaign tracking rules
- B. Einstein Next Best Action
- C. Einstein Recipe Ingredients
- D. Email campaign rules

Correct Answer: C

QUESTION 2

What is the maximum number of user attributes you can setup per dataset?

- A. 100
- B. 50
- C. 250
- D. 500

Correct Answer: A

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 does site mapping happen during the implementation process?

- A. At the beginning of the build phase since it is the basis for the rest of the implementation



- B. In the middle after certain components like the catalog have been populated
- C. At the end after everything is defined in the system
- D. It can happen at any point since it is unrelated to the rest of the implementation

Correct Answer: B

QUESTION 5

A brand wants to view campaign performance of specific groups of users. How would they view this within the platform?

- A. Use a segment to setup a filter, then use the filter in campaign statistics
- B. Use a segment to set a global goal
- C. Use a segment to specify certain actions, which can be set as the goal for a campaign
- D. Use engagement compare functionality to see the differences in key metrics and behaviours

Correct Answer: A

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