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QUESTION 1

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

B. Catalog

C. Channel

D. Directory

Correct Answer: A

QUESTION 2

Which global templates do you select and customize to provide trending blog recommendations on the homepage?

A. Einstein content recommendation

B. Banner with CTA

C. Infobar with CTA

D. Einstein product recommendation

Correct Answer: D

QUESTION 3

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 4

Event API requests are made using what two content types (select 2)?

A. CSV

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B. XML

C. Form URL encoded

D. JSON

Correct Answer: CD

QUESTION 5

Which ingredient shows a vistor products or content based on a "people like me" algorithm?

A. Similar Items

B. Trending

C. Collaborative Filtering

D. Co Browser

Correct Answer: C

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