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QUESTION 1

Which two items can be included in the total engagement score calculation?

- A. Identity merge date
- B. Visits
- C. Actions
- D. Time of Day

Correct Answer: BC

QUESTION 2

Which two components does a user need to configure in IS to display Einstein product recommendation vis IS connection for sales and service cloud?

- A. Einstein recipes
- B. Catalog items
- C. Promotion
- D. Einstein Decision

Correct Answer: D

QUESTION 3

What can you learn from segment compare on the segment detail tab?

- A. To understand view time purchases attributes revenue by category
- B. To compare users, engagement activity and other actions across segments displayed
- C. To view individual users that are part of the segment
- D. To understand what campaign use the segment for targeting

Correct Answer: B

QUESTION 4

A business user created a segment to track everyone that has looked at the homepage today. How long does it take for a web visitor to join the After viewing the homepage?

- A. Immediate



Correct Answer: A

QUESTION 5

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

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