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QUESTION 1

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 2

What are the two main functions of the Event API? (select 2)

- A. Capture user attributes and actions
- B. Process GDPR data or deletion requests
- C. Return campaign responses
- D. Bulk load external campaign data

Correct Answer: AC

QUESTION 3

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 4

If you want to compare the completion of two objectives based on a filter, what report would you use?

- A. Visitor behaviour report
- B. Referring sources report



- C. Goal completion report
- D. Goal comparison report

Correct Answer: D

QUESTION 5

How often does interaction studio poll the sftp for new files for ingestion?

- A. Immediately
- B. Hourly
- C. Daily
- D. Every 15 minutes

Correct Answer: D

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