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QUESTION 1

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 2

What are the components of an interaction studio web campaign? [check]

A. Email capture, homepage, and product requisite

B. Experience, template, and content Zone

C. Configured recipe, visitor profile, and content window

D. Affinity, infobard and attribution window

Correct Answer: B

QUESTION 3

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

B. PlaceHolder

Correct Answer: A

QUESTION 4

What are three features of the WebSDK when deployed on a website?

A. Configure filters and goals

B. Rendering campaign for personalisation

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C. Identity and cookie management

D. Sitemapping for data collection

E. Loading data from ETL feeds

Correct Answer: BCD

QUESTION 5

A marketer would like to display the most common products purchased by previous buyers along with the main item on a product page, which ingredient would they need to use in the recipe?

A. Co-Buy

B. Similar Items

C. Trending

D. Co-Browse

Correct Answer: A

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