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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

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 3

What would a marketer include in a recipe if they want the visitor affinity score when showing recommendations?

- A. Exclusion
- B. Ingredients
- C. Booster
- D. Variation

Correct Answer: C

QUESTION 4

How does a developer share web templates from one dataset to another?

- A. Deployment manager
- B. Copy



C. Download to zip file, upload zip file

D. Clone

Correct Answer: C

QUESTION 5

In the user interface what is the visual representation of the data about a single visitor including preference?

A. Unified view of customer

B. unified customer profile

C. Single source of truth

D. Single view of customer

Correct Answer: B

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