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QUESTION 1

Which two success metrics can a company achieve with IS their web channel?

- A. Increase in first time visitor
- B. Increase in conversion rate
- C. Increase in organic search ranking
- D. Increase in revenue

Correct Answer: BC

QUESTION 2

What are the three primary areas of data stored in IS which represent a company's key business informative?

- A. User behaviour
- B. Employee performance
- C. Shadow catalog information
- D. Statistical tracking of KPI's
- E. Operational information

Correct Answer: ACD

QUESTION 3

What three things does a developer code in web template?

- A. Campaign qualification rules
- B. HTML and CSS for controlling appearance
- C. Client side instructions for rendering
- D. Set the control group percentage
- E. Defining what can be configured in a campaign

Correct Answer: BC

QUESTION 4

What are three ways segments are used in marketing cloud personalization?



- A. Set goal and filtersb)
- B. Recommending products
- C. Targeting for campaigns
- D. Creating related lists within Salesforce CRM
- E. Analytics, trends and engagement

Correct Answer: CE

QUESTION 5

A brand wants to do an ad-hoc export of a segment. What option could they use?

- A. The export segment functionality via CSV format
- B. The export segment functionality to Amazon S3
- C. The export segment functionality via the SOAP API
- D. The export segment functionality via JSON payload

Correct Answer: A

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