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QUESTION 1

Which data feed integrates external system data into a user's profile leveraging identity attributes?

- A. Identity feed
- B. Catalog Feed
- C. Interaction feed
- D. User Feed

Correct Answer: D

QUESTION 2

How does interaction studio deliver technical value to marketers? [Check]

- A. By providing a cloud-based unified e-commerce platform with mobile, AI personalisation, order management capabilities, and related services for B2C
- B. By listening to customer signals, understanding customer intent, and acting accordingly
- C. By providing a platform to manage, schedule, create and monitor content
- D. By providing a cloud-based application designed to help salespeople sell smarter and faster

Correct Answer: B

QUESTION 3

What are the three types of mobile campaigns a business user can create in IS?

- A. JSON Data A
- B. In-App Notification
- C. Browser Notification
- D. SMS Text Message
- E. Push Message

Correct Answer: BE

QUESTION 4

Event API requests are made using what two content types (select 2)?



- A. CSV
- B. XML
- C. Form URL encoded
- D. JSON

Correct Answer: CD

QUESTION 5

How does Guardian determine the expected range for a given metric?

- A. Guardian uses continuous machine learning to set predict the expected range
- B. Guardian comes with pre-built ranges for each metric, which cannot be configured
- C. Guardian uses upper and lower bounds set by the user for each metric.
- D. Guardian queries the Data warehouse to establish logical the expected ranges

Correct Answer: D

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