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QUESTION 1

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 2

What would a marketer include if they want to ensure they display recommendations from more than one category?

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

Correct Answer: A

QUESTION 3

Which two components does a user need to configure in IS to display Einstein product recommendation via IS connection for sales and service cloud?

- A. Einstein recipes
- B. Catalog items
- C. Promotion
- D. Einstein Decision

Correct Answer: D

QUESTION 4

A business user wants to test the effectiveness of two CTA options, which testing option should they select?



- A. Rule Based Testing
- B. Variation Testing
- C. A/B Testing
- D. Time Based Testing

Correct Answer: C

QUESTION 5

What is the interaction studio terminology for the collection of products and content as well as related categories and tags - such as brand, gender, style, keyword and author?

- A. Dimensions
- B. Channel
- C. Directory
- D. Catalog

Correct Answer: A

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