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QUESTION 1

The sitemap provides the functionality that enables IS to identify which three items?

A. Page types

B. content zones

C. attributes

D. campaign

E. Templates

Correct Answer: ABC

QUESTION 2

A brand is testing three campaigns, each one with a control experience. Which segment type can the brand setup to make sure the same group always gets the control experience?

A. Third party segment

B. Control group segment

C. A/B test segment

D. Location-based segment

Correct Answer: B

QUESTION 3

What is the purpose of defining content zones in the sitemap?

A. To define where campaigns can render on a website

B. To report on web campaign performance

C. To specify the size of the content that will be used

D. To ingest catalog information from the page

Correct Answer: A

QUESTION 4

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

A. Identity feed

B. Catalog Feed

C. Interaction feed

D. User Feed

Correct Answer: D

QUESTION 5

What are two ways to populate the interaction studio catalog? [check]

A. ETL Feed

B. Third-party integration

C. Web sdk

D. Email pixel

Correct Answer: AC

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