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QUESTION 1

A marketer would like to display the most common products purchased by previous buyers along with the main item on a product page, which ingredient would they need to use in the recipe?

A. Co-Buy

B. Similar Items

C. Trending

D. Co-Browse

Correct Answer: A

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

What interaction studio component contains experiences and messages you design to personalize the interaction a visitor has with your channels?

A. Recipes

B. Templates

C. Audiences

D. Campaigns

Correct Answer: D

QUESTION 4

What is the unified customer profile?

A. A view of each visitor, customer, and user based on their behaviour on your website, with marketing emails or, with

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any integrated channel

B. A offline report of every visitor, customer, and user based on their interaction with your website, web application, mobile store, call center, and email received from your company

C. A unified view of all customer activity across, websites, web applications, mobile store, call center

D. A profile view for administrators to see activity across all of the customer touch points

Correct Answer: A

QUESTION 5

ETL feeds must follow explicit specifications and requires which type of file format?

A. CSV

B. JSON

C. Binary

D. TextDocs

Correct Answer: A

QUESTION 6

How many times can a visitor accomplish a goal in interaction studio?

A. It varies depending on the setup of the goal segment

B. Each time a visitor leaves and rejoins the goal segment

C. Only once for all time

D. No more than twice or the goal completion will no longer be counted

Correct Answer: B

QUESTION 7

What two features of interaction studio can be used in an open-time email campaign?

A. Promotion

B. Attribute

C. Survey

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D. Recipe

Correct Answer: AD

QUESTION 8

How many total global goals and filters can you define for your dataset in IS?

A. 64 total for both filters and goals

B. 25 filers and 25 goals

C. Unlimited

D. 300 total between filters and goals

Correct Answer: A

QUESTION 9

A brand\\'s website is seeing high traffic, but much of the behavior is anonymous. How does Marketing Cloud
Personalization identities?

A. Marketing Cloud Personalization synchronizes anonymous and known profiles once a day based on online traffic and
data from offlineb)

B. Marketing cloud personalization uses probabilistic matching to determine if two or more profiles represent the same
identity

C. Marketing cloud personalization constantly monitors identifying information, then uses deterministic matching to
determine if two same identity

D. marketing cloud Personalization uses third party software to match anonymous and known identities

Correct Answer: B

QUESTION 10

Which ETL feed is used to bring campaign tracking data from marketing cloud messaging and journeys or pardot?

A. Product ETL

B. Transaction ETL

C. Manual segment ETL

D. External email campaign events ETL

Correct Answer: D

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QUESTION 11

Which role would the admin assign a user if they need to view everything in interaction studio and create, update, publish and delete campaigns and recipes?

A. Viewer

B. Campaign editor

C. Editor

D. Campaign author

Correct Answer: B

QUESTION 12

Which ETL Feed is used to bring Campaign tracking data from Marketing Cloud messaging and Journeys or Pardot?

A. External Email Campaign Events ETL

B. Transaction ETL

C. Product ETL

D. Manual Segment ETL

Correct Answer: A

QUESTION 13

Which feature allows a business user to overlay campaign creation and editing directly on their website?

A. Javascript Beacon

B. Visual Editor

C. Web SDK

D. Web Extension

Correct Answer: C

QUESTION 14

A brand wants to view campaign performance of specific groups of users. How would they view this within the platform?

A. Use a segment to setup a filter, then use the filter in campaign statistics

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B. Use a segment to set a global goal

C. Use a segment to specify certain actions, which can be set as the goal for a campaign

D. Use engagement compare functionality to see the differences in key metrics and behaviours

Correct Answer: A

QUESTION 15

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

A. Rule Based Testing

B. Variation Testing

C. A/B Testing

D. Time Based Testing

Correct Answer: C

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