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QUESTION 1

A business user wants to deliver different experiences to different segments within the same campaign, which testing option should they select?

A. A/B testing

B. Rule based testing

C. Time based testing

D. Variation testing

Correct Answer: B

QUESTION 2

What are the two main functions of the Event API? (select 2)

A. Capture user attributes and actions

B. Process GDPR data or deletion requests

C. Return campaign responses

D. Bulk load external campaign data

Correct Answer: AC

QUESTION 3

When using B2B Detect, which two options are valid account origins?

A. IP address

B. Time of day

C. Customer date of birth

D. Account Domain

Correct Answer: AD

QUESTION 4

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

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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 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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