

MARKETING-CLOUD- PERSONALIZATION^{Q&As}

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QUESTION 1

Which three components of a recipe are optional when configuring a new algorithm?

- A. Decisions
- B. Ingredients
- C. Variation
- D. Boosters
- E. Exclusions

Correct Answer: CDE

QUESTION 2

If a developer needs to test a website where a beacon from a different dataset has been deployed, which feature of the Evergage Launcher needs to be enabled to simulate?

- A. Developer tools
- B. Force SDK URL
- C. Campaign Debugger
- D. Inject SDK

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

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 5

How are anonymous visitors tracked?

- A. Interaction studio assigns a unique alphanumeric identifier using a first-party cookie
- B. Interaction studio assigns a unique alphanumeric identifier using a 3rd party cookie
- C. The customer must assign a unique alphanumeric identifier using a first-party cookie
- D. The browser assigns a 3rd party cookie

Correct Answer: A

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