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1 / 4

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2 / 4

QUESTION 1

What are IS machine learning powered algorithms called?

A. Machine Learning Tools

B. Einstein Recipe

C. Einstein Decisions

D. Data Science Workbends

Correct Answer: B

QUESTION 2

What three things does a developer code in web template?

A. Campaign qualification rules

B. HTML and CSS for controlling appearance

C. Client side instructions for rendering

D. Set the control group percentage

E. Defining what can be configured in a campaign

Correct Answer: BC

QUESTION 3

What is the best practice naming convention for attributes?

A. UpperCamelCase

B. Lower_snake_case

C. Upper_snake_case

D. lowerCamelCase

Correct Answer: A

QUESTION 4

What can you learn from segment compare on the segment detail tab?

A. To understand view time purchases attributes revenue by category

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3 / 4

B. To compare users, engagement activity and other actions across segments displayed

C. To view individual users that are part of the segment

D. To understand what campaign use the segment for targeting

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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4 / 4