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QUESTION 1

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 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

Which entry source event type needs to be configured for a journey to be used in the segment join to journey builder
feature?

A. Audience

B. Salesforce data

C. API

D. Date based

Correct Answer: C

QUESTION 4

When should you define goals and filters?

A. After launching a campaign that you want to measure against a goal or filter

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B. Over time, when you have something new you want to meausure

C. When you are reviewing campaign statistics for a published campaign

D. Before launching a campaign that you want to measure against a goal or filter

Correct Answer: C

QUESTION 5

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

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

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