

C_C4H225_12^{Q&As}

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QUESTION 1

How do you build a segment for contacts who recently opened an email, visited the website or made a purchase?

- A. Analytics > Customer Lifecycle > Average Order > Order made (x) days ago = 0-100
- B. Analytics > Customer Lifecycle > Average Order > Buyer Status = Platinum
- C. Analytics > Customer Lifecycle > Customer Lifecycle > Days since last engagement = 0
- D. Analytics > Customer Lifecycle > Customer Lifecycle > Customer lifecycle stage = Defecting customer

Correct Answer: C

QUESTION 2

When the frequency cap is activated, which email types count toward the cap?

- A. All email opened will add to the frequency count for each contact.
- B. All email types will add to the frequency count for each contact.
- C. All email types except transactional will add to the frequency count for each contact.
- D. Event-triggered (transactional) will add to the frequency count for each contact.

Correct Answer: C

QUESTION 3

Some web recommender widgets can be placed on any page in your website. What are some examples of these widgets? Note: There are 2 correct Answer: to this question.

- A. Also-bought widget
- B. Home widget
- C. Last-purchase widget
- D. Personal widget

Correct Answer: AB

QUESTION 4

You want to prevent a specific coffee brand, "GALLO", from being recommended on your website, although it will still be available to purchase. How can you do this?

- A. Set available to false in product catalog for all products the brand.

B. Use command ([\exclude\, \brand\, \is\, \ALL\]) on all pages.

C. Use command ([\include\, \brand\, \is\, \GALLO\]) when requesting recommendations on coffee product\ s pages.

D. Use command ([\exclude\, \brand\, \is\, \GALLO\]) when requesting recommendations on coffee products\ pages.

Correct Answer: D

QUESTION 5

Who is the Security Settings page of the Management menu available to?

A. Account owners and administrators

B. Account owners

C. Operators

D. Administrators

Correct Answer: B

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