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QUESTION 1

What are the three types of ingredients available for a recipe?

A. Catalog-based and Trending

B. Recommendations

C. Co-Occurrence

D. Machine Learning

E. Promotions

Correct Answer: ABC

QUESTION 2

A brand is testing three campaigns, each one with a control experience. Which segment type can the brand setup to make sure the same group always gets the control experience?

A. Third party segment

B. Control group segment

C. A/B test segment

D. Location-based segment

Correct Answer: B

QUESTION 3

Which ingredient shows a vistor products or content based on a "people like me" algorithm?

A. Similar Items

B. Trending

C. Collaborative Filtering

D. Co Browser

Correct Answer: C

QUESTION 4

Which global templates do you select and customize to provide trending blog recommendations on the homepage?

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A. Einstein content recommendation

B. Banner with CTA

C. Infobar with CTA

D. Einstein product recommendation

Correct Answer: D

QUESTION 5

ETL feeds must follow explicit specifications and require which type of file format?

A. Binary

B. CSV

C. JSON

D. Text

Correct Answer: B

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