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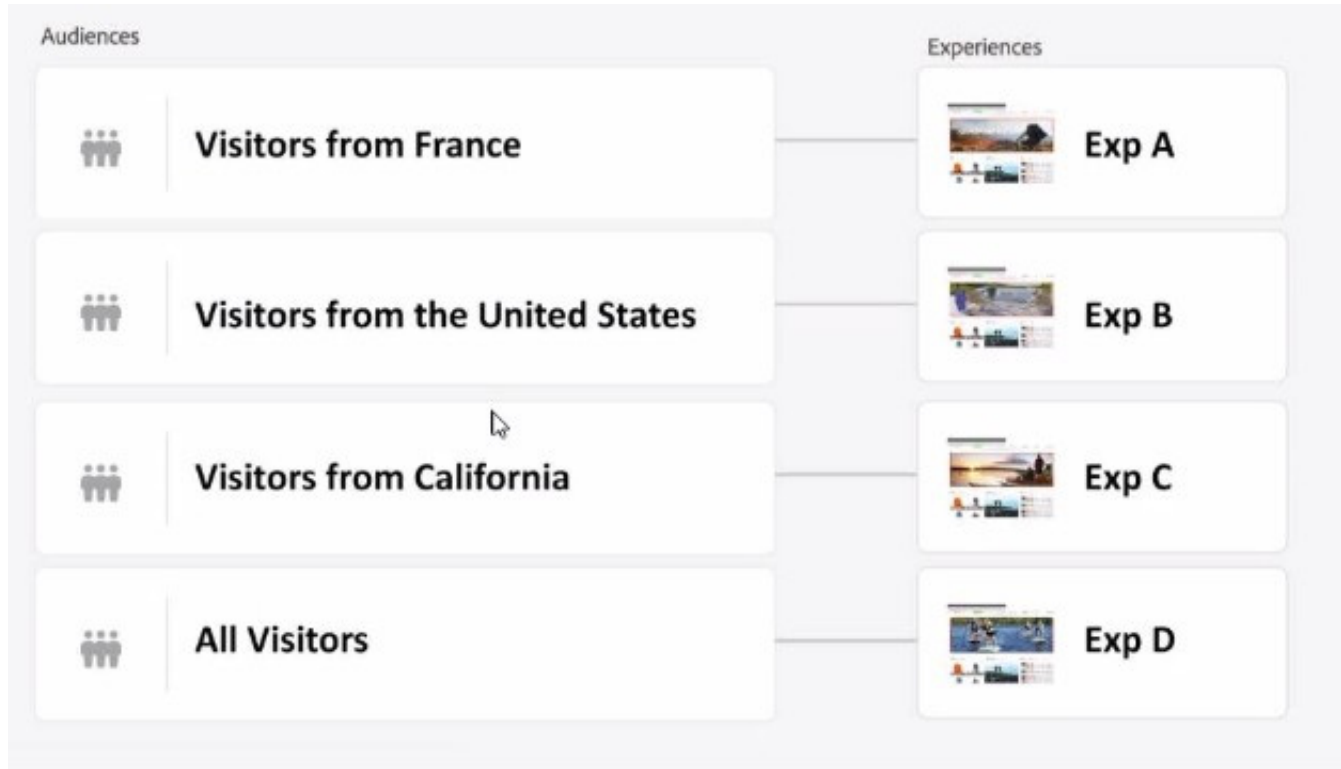
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QUESTION 1

An entertainment site is running an Experience targeting activity audiences by geographic locations. An entrant France saw Exp A. The following day, they traveled to California (in the U.S) and visited site. Based on the following allocation which Experience would they see?



- A. Experience A
- B. Experience B
- C. Experience C
- D. Experience D

Correct Answer: C

QUESTION 2

A client is viewing a report for a Target Recommendation activity. What do the names of the experiences in the report refer to?

- A. Names of the criteria used
- B. Names of the collections used
- C. Names of activities tested



Correct Answer: C

QUESTION 3

The UX team has proposed testing a format change across all product overview pages.

Which Visual Experience Composer feature enables applying the format change across all of these pages?

- A. Template Rules
- B. Experience Versions
- C. Enhanced Composer

Correct Answer: A

QUESTION 4

In which two channels must Target Form-Based Experience Composer be used? (Choose two.)

- A. Emails
- B. Kiosks
- C. Single-page application
- D. Post login pages

Correct Answer: AC

QUESTION 5

Which two options describe the purpose of any secondary success metric? (Choose two.)

- A. Give additional understanding to interpret gains/losses of primary success metric.
- B. These metrics are only used to measure time on site and primary metrics.
- C. These metrics are only used to evaluate which audiences best respond to experiences.
- D. Ensure that primary success metric gain is not at the cost of secondary metrics.

Correct Answer: AC

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