

Exam



You have passed the quiz!

Your score:
43 of 50 Correct (86%)

Elapsed time:
1 week, 3 days

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Question 1: ✓ Correct answer

What are the three allowed scan time windows for importing events from a source? (Select all that apply)

- ☒ **7 days**
- ☒ **30 days**
- ☒ **24 hours**
- ☐ 12 hours

Feedback:

Correct! The three scan time windows for importing events from a source are 24 hours, 7 days, and 30 days.

Question 2: ✓ Correct answer

Where are mismatches to incoming events listed?

- ☐ ~~Protocols - Transformations Tab~~
- ☒ **Protocols - Violations Tab**
- ☐ ~~Connections - Sources Tab~~
- ☐ ~~Connections - Health Tab~~

Feedback:

Correct! Any mismatches to incoming events are listed on the Protocols - Violations tab.

Question 3: ✖ Incorrect answer

What feature predicts the likelihood that users will perform any event tracked in Segment?

- ☐ Personnel Traits
- ☐ Character Traits
- ☒ Computed Traits
- ☐ **Predictive Traits**

Feedback:

Incorrect The Predictive Traits feature predicts the likelihood that users will perform any event tracked in Segment.

Question 4: ✔ Correct answer

What tracking type streams events directly to Segment from a browser or an app?

- ☐ Domain-side tracking
- ☐ Server-side tracking
- ☐ Host-side tracking
- ☒ **Client-side tracking**

Feedback:

Correct! Client-side tracking streams events directly to Segment from a browser or an app.

Question 5: ✔ Correct answer

What are computations that run on top of Track(), Page(), or Screen() events to create user traits such as favorite brand, first touchpoint, and lifetime value?

- ☐ Run-time Traits
- ☒ **Computed Traits**
- ☐ Personnel Traits
- ☐ Predictive Traits

Feedback:

Correct! Computer Traits are the computations that run on top of Track(), Page(), or Screen() events to create user traits.

Question 6: ✔ Correct answer

What connection type should be used if features such as in-app messages, onscreen forms, push notifications, and tag managers require the SDK to be loaded?

- ☐ Internet-mode Connection
- ☐ Cloud-mode Connection
- ☒ **Device-mode Connection**
- ☐ Bridge-mode Connection

Feedback:

Correct! The device-mode connection should be used if features such as in-app messages, onscreen forms, push notifications, and tag managers require the SDK to be loaded.

Question 7: ✔ Correct answer

Which API call tells us what action the user is doing?

- ☐ Property
- ☐ Page/Screen
- ☐ Identify
- ☒ **Track**

Feedback:

Correct! The Track API call tells us what action the user is doing.

Question 8: ✔ Correct answer

What are the two time ranges for viewing data for a source schema?

- ☒ **Past 7 or 30 days**
- ☐ Past 24 hours or 7 days
- ☐ Past 5 or 10 days
- ☐ Past 7 or 14 days

Feedback:

Correct! The two time ranges for viewing data for a source schema are the past 7 days and the past 30 days.

Question 9: ✔ Correct answer

Which Segment product allows you to build a Tracking Plan directly in the user interface?

- ☒ **Protocols**
- ☐ Connections
- ☐ Engage
- ☐ Profiles

Feedback:

Correct! Protocols allows you to build a Tracking Plan directly in the user interface.

Question 10: ✔ Correct answer

What allows you to create a user or account-level calculation that Segment keeps up-to-date over time?

- ☐ Computed Events
- ☐ Journeys
- ☐ Audiences
- ☒ **Computed Traits**

Feedback:

Correct! Computed Traits allows you to create a user or account-level calculation that Segment keeps up-to-date over time.

Question 11: ✔ Correct answer

What allows you to define cohorts of users or accounts based on their event behavior and traits?

- ☐ Connections
- ☐ Traits
- ☒ **Audiences**
- ☐ Segments

Feedback:

Correct! Audiences allows you to define cohorts of users or accounts based on their event behavior and traits.

Question 12: ✔ Correct answer

Which of the following is included in the core funnels framework Segment uses? (Select all that apply)

- ☒ **Activation**
- ☒ **Revenue**
- ☒ **Acquisition**
- ☐ ~~Registration~~

Feedback:

Correct! Acquisition, Activation, and Revenue are included in the core funnels framework that Segment uses.

Question 13: ✔ Correct answer

When should you call the Identify method? (Select all that apply)

- ☐ ~~When a user closes their browser~~
- ☒ **After a user logs in**
- ☒ **After a user registers**
- ☒ **After a user updates their profile information**

Feedback:

Correct! You should call the Identify method after a user registers, a user logs in, and a user updates their profile information.

Question 14: ✔ Correct answer

Event properties should use what case?

- ☐ ~~Camel Case~~
- ☒ **Snake Case**
- ☐ ~~Title Case~~
- ☐ ~~Upper Case~~

Feedback:

Correct! Event properties should use snake case.

Question 15: ✔ Correct answer

Which of the following best describes Computed Traits?

☒ **Computations that are based on events and event properties that you are sending through Segment on Page and Track calls**

☐ Traits that are computed using events to associate a campaign with an incoming destination

☐ Computations that run on top of Page or Screen calls and are stamped onto the campaign but not associated with a particular user

☐ Computations that run on the cloud to determine group traits

Feedback:

Correct! Computed Traits are computations that are based on events and event properties that you are sending through Segment on Page and Track calls.

Question 16: ✔ Correct answer

Where do you learn about a particular destination and its nuances?

☐ Destinations Compatibility Matrix

☒ **Destination Catalog**

☐ Functions Catalog

☐ Unity Matrix

Feedback:

Correct! Use the Destination Catalog to learn about a particular destination and its nuances.

Question 17: ✔ Correct answer

What core user funnel framework does Segment use?

☒ **Pirate Metrics**

☐ Core Metrics

☐ Framework Metrics

☐ Funnel Metrics

Feedback:

Correct! The core user funnel framework that Segment uses is Pirate metrics.

Question 18: ✔ Correct answer

Which of the following are API data collection methods included in the Segment Spec? (Select all that apply)

- ☒ **Track**
- ☒ **Page/Screen**
- ☐ ~~Name~~
- ☒ **Identify**

Feedback:

Correct! Track, Identify, and Page/Screen are API data collection methods included in the Segment Spec.

Question 19: ✔ Correct answer

What is the starting point for Journeys?

- ☐ ~~Sources~~
- ☐ ~~Broadcasts~~
- ☐ ~~Identity Resolution~~
- ☒ **Audiences**

Feedback:

Correct! Audiences is the starting point for Journeys.

Question 20: ✔ Correct answer

Which of the following is true about traits? (Select all that apply)

- ☒ **Traits may continue to expand and/or change the more your users interact with your site.**
- ☒ **Traits can be assigned to users by calling Identify.**
- ☐ ~~Traits generate a known User ID.~~
- ☒ **Traits are pieces of information about a user.**

Feedback:

Correct! Traits are pieces of information about a user, can be assigned to users by calling Identify, and may continue to expand and/or change the more users interact with your site. Traits do not generate a known User ID.

Question 21: ✔ Correct answer

What type of Computed Trait counts the number of times a user completed a specific event over a period of time?

- ☐ ~~Most Frequent~~
- ☐ ~~Unique List~~
- ☐ ~~First~~
- ☒ **Event Counter**

Feedback:

Correct! Event Counter is the type of Computed Trait that counts the number of times a user completed a specific event over a period of time.

Question 22: ✘ Incorrect answer

Which of these is a type of Predictive Trait? (Select all that apply)

- ☒ **Likelihood to Purchase**
- ☐ **Custom Predictive Goal**
- ☒ ~~Predictive Viewing~~
- ☐ **Predictive LTV**

Feedback:

Incorrect. Custom Predictive Goals, Likelihood to Purchase, and Predictive LTV are all types of Predictive Traits.

Question 23: ✔ Correct answer

Which of the following are source types? (Select all that apply)

- ☒ **Library Sources**
- ☐ ~~Inventory Sources~~

☒ **Cloud Sources**

☐ IP Sources

Feedback:

Correct! Library Sources and Cloud Sources are source types.

Question 24: ✔ Correct answer

What can you use to validate if an audience reaches downstream destinations?

☐ Google Analytics

☐ Reverse ETL

☐ Delivery Rate Tool

☒ **Event Delivery**

Feedback:

Correct! Use Event Delivery to validate if an audience reaches downstream destinations.

Question 25: ✔ Correct answer

When are Predictions most effective? (Select all that apply)

☐ You sell limited but highly-priced items

☒ **The desired outcome is difficult to measure and needs clarification**

☐ You lack sufficient data

☒ **The product has more than 100,000 average monthly users**

Feedback:

Correct! Predictions are most effective when the desired outcome is difficult to measure and needs clarification, and when the product has more than 100,000 average monthly users.

Question 26: ✔ Correct answer

What method should you call when a user logs out to ensure the anonymousID and userID don't persist in the next session?

☐ Track

☐ Adjustment

☐ Schema

☒ **Reset**

Feedback:

Correct! You should call the reset method when a user logs out to ensure the *anonymousID* and the *user ID* don't persist in the next session.

Question 27: ✔ Correct answer

Which API call associates an individual user with a company, account, or organization?

☐ Alias

☐ Screen

☐ Track

☒ **Group**

Feedback:

Correct! The Group API call associates an individual user with a company, account, or organization.

Question 28: ✔ Correct answer

Which debug method logs helpful messages to the console to help determine if Segment is sending events from the client?

☐ ~~console.debug~~

☒ **analytics.debug**

☐ analytics.js

☐ ~~analytics.page~~

Feedback:

Correct! Analytics.debug is the debug method that logs helpful messages to the console to help determine if Segment is sending events from the client.

Question 29: ✘ Incorrect answer

Which of following is a condition type when building an audience? (Select all that apply)

☐ **Part of an Audience**

- ☒ Part of an Identity
- ☒ **Have a Custom Trait**
- ☒ **Performed an Event**

Feedback:

Incorrect. Performed an Event, Part of an Audience, and Have a Customer Trait are all condition types when building an audience.

Question 30: ✔ Correct answer

What is something you should check when debugging and validating a device-mode connection?

- ☐ Check the code on the destination, replace the hard-coded trait values with the variables that represent the details of the currently logged-in user, and validate the templating language.
- ☒ **Look directly at the SDK in the Network tab to check that it loads, network calls are happening, and review the data in the downstream destination.**
- ☐ Look directly at the Library settings, check the regenerated Write Key for the device and that it tells Segment which source the data comes from.
- ☐ Check that the loaded code snippet on the device is removed so duplicate data is not sent, the backend template ejects, and the device footer triggers.

Feedback:

Correct! When debugging and validating a device-mode connection, you should look directly at the SDK in the Network tab to check that it loads, network calls are happening, and review the data in the downstream destination.

Question 31: ✔ Correct answer

Which API call tells us who a user is?

- ☐ Property
- ☒ **Identify**
- ☐ Page/Screen
- ☐ Track

Feedback:

Correct! The Identify API call tells us who a user is.

Question 32: ✔ Correct answer

What clarifies which events to track, where those events live in the code base, and why those events are necessary from a business perspective?

- ☐ Trait Plan
- ☒ **Tracking Plan**
- ☐ Data Plan
- ☐ Event Plan

Feedback:

Correct! The tracking plan clarifies which events to track.

Question 33: ✘ Incorrect answer

What does the Segment Spec do? (Select all that apply)

- ☒ **It outlines the semantic definition of the customer data Segment captures across all libraries and APIs**
- ☐ ~~It supports data masking, encryption, decryption, improved PII data handling, and tokenization~~
- ☒ **It details the event data Segment captures across some cloud sources and destinations**
- ☐ **It shares the events Segment recommends you track for a particular industry**

Feedback:

Incorrect. The Segment Spec outlines the semantic definition of the customer data Segment captures across all libraries and APIs, details the event data Segment captures across some cloud sources and destinations, and shares the events Segment recommends you track for a particular industry.

Question 34: ✔ Correct answer

What represents the details of an event interaction, such as the price of a purchased product or the category of a video a user viewed?

- ☐ Specifics
- ☒ **Properties**
- ☐ Details
- ☐ Actions

Feedback:

Correct! Properties represent the details of an event interaction.

Question 35: ✖ Incorrect answer

Which of the following is a type of Computed Trait? (Select all that apply)

- ☒ **Event Counter**
- ☒ **Aggregation**
- ☒ **Most Frequent**
- ☐ Unique Event

Feedback:

Incorrect. Event Counter, Aggregation, and Most Frequent are types of Computed Traits.

Question 36: ✖ Incorrect answer

The Predicted LTV trait predicts a customer's future spend over what period of time?

- ☐ **The next 90 days**
- ☐ The next 60 days
- ☐ The next 30 days
- ☐ The next 120 days

Feedback:

Incorrect. Predicted LTV trait predicts a customer's future spend over the next 90 days.

Question 37: ✔ Correct answer

If you want to automatically use newly added properties from a chosen library, which toggle would you enable?

- ☐ Update synced events with the Tracking Plan
- ☐ Sync metrics with the Tracking Plan
- ☒ **Keep the Tracking Plan in sync with the library**
- ☐ Align the Tracking Plan with the specs

Feedback:

Correct! Enable the Keep the Tracking Plan in sync with the library toggle to use newly added properties automatically.

Question 38: ✔ Correct answer

In Protocols, what are the two types of libraries you can build? (Select all that apply)

☒ **Property Libraries**

☐ Group Libraries

☐ Product Libraries

☒ **Event Libraries**

Feedback:

Correct! In Protocols, you can build Property and Event libraries.

Question 39: ✔ Correct answer

Where are user traits defined in a Tracking Plan?

☐ Event Tab

☒ **Identify Tab**

☐ Labels Tab

☐ Debugger Tab

Feedback:

Correct! User traits are defined on the Identify tab in a Tracking Plan.

Question 40: ✔ Correct answer

Which of the following is a best practice when naming the environments?

☐ Assemble, Test, Launch

☐ Build, QA, Release

☒ **Dev, Staging, Prod**

☐ Green, Yellow, Red

Feedback:

Correct! You should name your environments Dev, Staging, and Prod.

Question 41: ✔ Correct answer

What are the two ways Segment sends data to destinations? (Select all that apply)

☒ **Device-mode**

☐ ~~Server-side~~

☐ ~~Client-side~~

☒ **Cloud-mode**

Feedback:

Correct! Cloud-mode and device-mode are the two ways Segment sends data to destinations.

Question 42: ✔ Correct answer

What should be used to track mission-critical events?

☐ ~~Device-side tracking~~

☐ ~~Web-side tracking~~

☐ ~~Client-side tracking~~

☒ **Server-side tracking**

Feedback:

Correct! Server-side tracking should be used to track mission-critical events.

Question 43: ✔ Correct answer

Which of the following are best practices for property naming? (Select all that apply)

☐ ~~Use nested properties~~

☐ ~~Use less details~~

☒ **Use descriptive nouns**

☒ **Use consistent casing**

Feedback:

Correct! When naming properties, using descriptive nouns and consistent casing are best practices.

Question 44: ✔ Correct answer

What feature streamlines workflows, unlocks campaigns, and enables continuous multi-step engagement to drive outcomes throughout the customer life cycle?

☒ **Journeys**

- ☐ Source Functions
- ☐ Unify
- ☐ Protocols

Feedback:

Correct! Journeys is the feature that streamlines workflows, unlocks campaigns, and enables continuous multi-step engagement to drive outcomes throughout the customer life cycle.

Question 45: ✔ Correct answer

What are lists of users that meet previously created criteria?

- ☐ Group Spec
- ☐ Group Traits
- ☐ Profiles
- ☒ **Audiences**

Feedback:

Correct! Audiences are lists of users that meet previously created criteria.

Question 46: ✔ Correct answer

What is used to track events on the backend such as order completed, order refunded, or order placed?

- ☐ Cloud-side tracking
- ☒ **Server-side tracking**
- ☐ Host-side tracking
- ☐ Domain-side tracking

Feedback:

Correct! Server-side tracking is used to track events on the backend such as order completed, order refunded, or order placed.

Question 47: ✘ Incorrect answer

What would you use to block an event that fails a Tracking Plan validation?

- ☒ Event Streams

☐ **Schema Configurations**

☐ ~~Source Write Keys~~

☐ ~~Plugins~~

Feedback:

Incorrect. Use Schema Configurations to block an event that fails a Tracking Plan validation.

Question 48: ✔ Correct answer

Where can you validate server-side API calls?

☒ **The Debugger**

☐ ~~The Tester~~

☐ ~~The Checker~~

☐ ~~The Validator~~

Feedback:

Correct! You can validate server-side API calls in the Debugger.

Question 49: ✔ Correct answer

In what connection mode do sources send data directly to Segment servers; data is then translated for compatibility with downstream destinations, and is forwarded to the destination?

☐ ~~Source-mode~~

☒ **Cloud-mode**

☐ ~~Device-mode~~

☐ ~~Web-mode~~

Feedback:

Correct! With cloud-mode, sources send data directly to Segment servers; data is then translated for compatibility with downstream destinations and is forwarded to the destination.

Question 50: ✔ Correct answer

When it comes to naming events, what is the recommend syntax called?

☒ **Object Action Syntax**

☐ ~~Verb Noun Syntax~~

☐ ~~Segment Syntax~~

☐ ~~Adjective Syntax~~

Feedback:

Correct! Object action syntax is the recommended syntax for naming events.

 [Take this quiz again](#)