

INTERACTION-STUDIO-ACCREDITED- PROFESSIONAL^{Q&As}

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QUESTION 1

What is the salesforce point of view for end to end flow of data for real-time personalization within interaction studio?
[Check]

- A. Data-in, understand, engage, data-out, analyse
- B. Know, understand, personalise, engage, analyse
- C. Identify, understand, decide, act, analyse
- D. Profile, insight, understand, act, analyse

Correct Answer: C

QUESTION 2

What interaction studio component contains experiences and messages you design to personalize the interaction a visitor has with your channels?

- A. Recipes
- B. Templates
- C. Audiences
- D. Campaigns

Correct Answer: D

QUESTION 3

Which two components does a user need to configure in IS to display Einstein product recommendation vis IS connection for sales and service cloud?

- A. Einstein recipes
- B. Catalog items
- C. Promotion
- D. Einstein Decision

Correct Answer: D

QUESTION 4

What are three features of the WebSDK when deployed on a website?

- A. Configure filters and goals
- B. Rendering campaign for personalisation
- C. Identity and cookie management
- D. Sitemapping for data collection
- E. Loading data from ETL feeds

Correct Answer: BCD

QUESTION 5

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 6

How does interaction studio deliver technical value to marketers? [Check]

- A. By providing a cloud-based unified e-commerce platform with mobile, AI personalisation, order management capabilities, and related services for B2C
- B. By listening to customer signals, understanding customer intent, and acting accordingly
- C. By providing a platform to manage, schedule, create and monitor content
- D. By providing a cloud-based application designed to help salespeople sell smarter and faster

Correct Answer: B

QUESTION 7

What would a marketer include in a recipe if they want the visitor affinity score when showing recommendations?

- A. Exclusion
- B. Ingredients

- C. Booster
- D. Variation

Correct Answer: C

QUESTION 8

Which data feed integrates external system data into a user's profile leveraging identity attributes?

- A. Identity feed
- B. Catalog Feed
- C. Interaction feed
- D. User Feed

Correct Answer: D

QUESTION 9

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 10

How many times can a visitor accomplish a goal in interaction studio?

- A. It varies depending on the setup of the goal segment
- B. Each time a visitor leaves and rejoins the goal segment
- C. Only once for all time
- D. No more than twice or the goal completion will no longer be counted

Correct Answer: B

QUESTION 11

Which feature allows a business user to overlay campaign creation and editing directly on their website?

- A. Javascript Beacon
- B. Visual Editor
- C. Web SDK
- D. Web Extension

Correct Answer: C

QUESTION 12

What is the unified customer profile?

- A. A view of each visitor, customer, and user based on their behaviour on your website, with marketing emails or, with any integrated channel
- B. A offline report of every visitor, customer, and user based on their interaction with your website, web application, mobile store, call center, and email received from your company
- C. A unified view of all customer activity across, websites, web applications, mobile store, call center
- D. A profile view for administrators to see activity across all of the customer touch points

Correct Answer: A

QUESTION 13

Which three components of a server side campaign can be defined by a business user?

- A. Campaign rendering
- B. Campaign responses
- C. Promoted content
- D. Experience rules
- E. User attributes

Correct Answer: CDE

QUESTION 14

What three components can a web developer define by pageType?

- A. Item Actions
- B. Campaign

- C. Goals
- D. Content Zones
- E. Capturing Attribute

Correct Answer: ADE

QUESTION 15

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

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