Interaction-Studio-Accredited-Professional Practice Exam and Study Guides - Verified By ValidExam Updated 77 Questions [Q16-Q37

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2022 Updated Verified Pass Interaction-Studio-Accredited-Professional Study Guides & Best Courses

QUESTION 16

What is the best practice naming convention for attributes?

* UpperCamelCase

* Lower_snake_case

* Upper_snake_case

* lowerCamelCase

QUESTION 17

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

* Similar Items

* Trending

* Collaborative Filtering

* Co Browser

QUESTION 18

How often is the Event Stream report refreshed?

* Every Day

* Every 15 Seconds

* Every 30 Minutes

* Every hour

QUESTION 19

Event API requests are made using what two content types (select 2)?

* CSV

* XML

* Form URL encoded

* JSON

QUESTION 20

What are the two main functions of the Event API? (select 2)

* Capture user attributes and actions

* Process GDPR data or deletion requests

* Return campaign responses

* Bulk load external campaign data

QUESTION 21

Which three components of a recipe are optional when configuring a new algorithm?
* Decisions
* Ingredients
* Variation
* Boosters
* Exclusions

QUESTION 22

Which data feed integrates purchase data into a profile in interaction studio?
* Interaction feed
* Conversion feed
* Transaction feed
* Catalog feed

QUESTION 23

What are the components of an interaction studio web campaign? [check]
* Email capture, homepage, and product requisite
* Experience, template, and content Zone
* Configured recipe, visitor profile, and content window
* Affinity, infobard and attribution window

QUESTION 24

A brand wants to view campaign performance of specific groups of users. How would they view this within the platform?
* Use a segment to setup a filter, then use the filter in campaign statistics
* Use a segment to set a global goal
* Use a segment to specify certain actions, which can be set as the goal for a campaign
* Use engagement compare functionality to see the differences in key metrics and behaviours

QUESTION 25

A business user wants to deliver different experiences to different segments within the same campaign, which testing option should they select?
* A/B testing
* Rule based testing
* Time based testing
* Variation testing

QUESTION 26

How does IS define web template?
* A repeatable framework used to create a web campaign
* A google Chrome Extension
* The events and behavior of what will be captured on the websites
* An area on your site that a developer has configured.

QUESTION 27

What are the two competitive advantages of interaction studio? [check]
* Monitors active time spent and true engagement
* Integrated content management system
* Managers Consent
* True Real-Time Decisioning

QUESTION 28

What is the maximum number of user attributes you can setup per dataset?
* 100
* 50
* 250
* 500

QUESTION 29

Which global templates do you select and customize to provide trending blog recommendations on the homepage?
* Einstein content recommendation
* Banner with CTA
* Infobar with CTA
* Einstein product recommendation

QUESTION 30

How quickly does interaction studio synthesize and activate date to gauge and respond to an individualâ??s in-the-moment intent, across channels?
* 30 Seconds
* 30 milliseconds
* 1 second
* 1 minutes

QUESTION 31

Which two components does a user need to configure in IS to display Einstein product recommendation vis IS connection for sales and service cloud?
* Einstein recipes
* Catalog items
* Promotion
* Einstein Decision

QUESTION 32

What two features of interaction studio can be used in an open-time email campaign?
* Promotion
* Attribute
* Survey
* Recipe

QUESTION 33

When does site mapping happen during the implementation process?
* At the beginning of the build phase since it is the basis for the rest of the implementation
* In the middle after certain components like the catalog have been populated
* At the end after everything is defined in the system
* It can happen at any point since it is unrelated to the rest of the implementation

QUESTION 34

How often does interaction studio poll the sftp for new files for ingestion?
* Immediately
* Hourly
* Daily
* Every 15 minutes

QUESTION 35

Which scenario is a valid interaction studio use case?
* Recommendations in email which are personalised at send time
* Behavioural targeting with 3rd party audience data
* Recommendations in email which are personalized at open time
* Machine learning driven insights within a customer database

QUESTION 36

A brand wants to do an ad-hoc export of a new user-defined attributes, what option would they choose?
* The option to include built-in fields on a segment export
* The option to exclude anonymous fields on a segment export
* The option to include all custom fields on a segment export
* The option to send segment date to Marketing Cloud

QUESTION 37

How does interaction studio deliver technical value to marketers? [Check]
* By providing a cloud-based unified e-commerce platform with mobile, AI personalisation, order management capabilities, and related services for B2C
* By listening to customer signals, understanding customer intent, and acting accordingly
* By providing a platform to manage, schedule, create and monitor content
* By providing a cloud-based application designed to help salespeople sell smarter and faster

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