

[Q52-Q69] Best Quality Interaction-Studio-Accredited-Professional Exam Questions Salesforce Test To Gain Brilliant Result!

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Preparations of Interaction-Studio-Accredited-Professional Exam 2023 Salesforce Interaction Studio Unlimited 90 Questions

The Salesforce Interaction-Studio-Accredited-Professional exam is targeted towards individuals who have experience using Salesforce Interaction Studio and want to take their skills to the next level. To be eligible for the exam, candidates must have a strong understanding of marketing and customer engagement strategies, as well as experience working with customer data, segmentation, and journey creation. Salesforce Interaction Studio Accredited Professional certification is a valuable asset for professionals who want to demonstrate their expertise in this area and advance their careers.

To be eligible for the Salesforce Interaction Studio Accredited Professional Certification Exam, candidates must have a solid understanding of the features and functionality of Salesforce Interaction Studio, as well as experience in implementing and configuring the platform. They should also possess knowledge of key concepts such as customer data management, segmentation, personalization, and journey building.

Q52. How often is the Event Stream report refreshed?

- * Every Day
- * Every 15 Seconds
- * Every 30 Minutes
- * Every hour

Q53. What attribute and value is passed in the event API request for returning server side campaigns? [check]

- * Source = Server
- * Server Side messages = 1
- * Server side are always returned
- * Server side = true

Q54. 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

Q55. The sitemap provides the functionality that enables IS to identify which three items?

- * Page types
- * content zones
- * attributes
- * campaign
- * Templates

Q56. What is the maximum number of user attributes you can setup per dataset?

- * 100
- * 50
- * 250
- * 500

Q57. How does a developer share web templates from one dataset to another?

- * Deployment manager
- * Copy
- * Download to zip file, upload zip file
- * Clone

Q58. Which ingredient shows a visitor products or content based on a 'people like me' algorithm?

- * Similar Items
- * Trending
- * Co-Browse
- * Collaborative Filtering

Q59. 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

Q60. Which ETL feed is used to bring campaign tracking data from marketing cloud messaging & journeys or pardot?

- * Product ETL
- * Transaction ETL
- * Manual segment ETL
- * External email campaign events ETL

Q61. 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

Q62. What qualifies a web visitor to see any experience of a web campaign?

- * Campaign tracking rules
- * Einstein Next Best Action
- * Einstein Recipe Ingredients
- * Email campaign rules

Q63. 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

Q64. 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

Q65. What are the three primary areas of data stored in IS which represent a company's key business informative?

- * User behaviour
- * Employee performance
- * Shadow catalog information
- * Statistical tracking of KPI's
- * Operational information

Q66. ETL feeds must follow explicit specifications and requires which type of file format?

- * CSV
- * JSON
- * Binary
- * TextDocs

Q67. If you want to compare the completion of two objectives based on a filter, what report would you use?

- * Visitor behaviour report
- * Referring sources report
- * Goal completion report
- * Goal comparison report

Q68. 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

Q69. What are three areas a business user can apply custom catalog dimensions?

- * Template filtering
- * Segmentation
- * Reporting
- * Recipe exclusions and boosting
- * Campaign targeting

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