

# Salesforce.Interaction-Studio-Accredited-Professional.v2024-06-08.q31

|   |   |
|---|---|
| <b>Exam Code:</b>   | Interaction-Studio-Accredited-Professional            |
| <b>Exam Name:</b>   | Salesforce Interaction Studio Accredited Professional |
| <b>Certification Provider:</b>  | Salesforce  |
| <b>Free Question Number:</b>  | 31  |
| <b>Version:</b>   | v2024-06-08   |
| <b># of views:</b>  | 291   |
| <b># of Questions views:</b>  | 310   |
| <a href="https://www.freepdfdumps.com/Salesforce.Interaction-Studio-Accredited-Professional.v2024-06-08.q31.html">https://www.freepdfdumps.com/Salesforce.Interaction-Studio-Accredited-Professional.v2024-06-08.q31.html</a> |   |

## NEW QUESTION: 1

In the user interface what is the visual representation of the data about a single visitor including preference?

- A. Unified view of customer
- B. Single view of customer
- C. Single source of truth
- D. unified customer profile

**Answer: D (LEAVE A REPLY)**

## NEW QUESTION: 2

When using B2B Detect, which two options are valid account origins?

- A. Time of day
- B. IP address
- C. Account Domain
- D. Customer date of birth

**Answer: B,C (LEAVE A REPLY)**

## NEW QUESTION: 3

Which development language is used to code the sitemap?

- A. Python
- B. Ampscript
- C. jQuery
- D. Javascript

**Answer: D (LEAVE A REPLY)**

**NEW QUESTION: 4**

What three features are used to support mobile web personalization?

- A. Web SDK
- B. Mobile SDK
- C. Mobile Data Campaign
- D. Templates
- E. SiteMap

**Answer: B,C,D (LEAVE A REPLY)**

**NEW QUESTION: 5**

A business user wants to test the effectiveness of two CTA options, which testing option should the select?

- A. Time Based Testing
- B. A/B Testing
- C. Variation Testing
- D. Rule Based Testing

**Answer: B (LEAVE A REPLY)**

**NEW QUESTION: 6**

What two features of Marketing cloud Personalization can be used in an open-time email Campaign?

- A. Promotion
- B. Attribute
- C. Survey
- D. Recipe

**Answer: A,D (LEAVE A REPLY)**

**NEW QUESTION: 7**

When does site mapping happen during the implementation process?

- A. At the beginning of the build phase since it is the basis for the rest of the implementation
- B. In the middle after certain components like the catalog have been populated
- C. At the end after everything is defined in the system
- D. It can happen at any point since it is unrelated to the rest of the implementation

**Answer: B (LEAVE A REPLY)**

\*\*\*\*\*

**NEW QUESTION: 8**

Which role would the admin assign a user if they need to view everything in interaction studio and create, update, publish and delete campaigns and recipes?

- A. Campaign editor
- B. Campaign author

C. Viewer

D. Editor

**Answer: A ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 9**

What is the purpose of defining content zones in the sitemap?

A. To specify the size of the content that will be used

B. To ingest catalog information from the page

C. To define where campaigns can render on a website

D. To report on web campaign performance

**Answer: ([SHOW ANSWER](#))**

#### **NEW QUESTION: 10**

What are the three ways segments are used in Interaction studio?

A. Set goals and filters

B. Targeting for campaigns

C. Recommending products

D. Analytics, trends and engagement

E. Creation related lists within salesforce CRM

**Answer: A,B,D ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 11**

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

A. Ingredients

B. Booster

C. Exclusion

D. Variation

**Answer: B ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 12**

A brand wants to view campaign performance of specific groups of users. How would they view this within the platform?

A. Use engagement compare functionality to see the differences in key metrics and behaviours

B. Use a segment to setup a filter, then use the filter in campaign statistics

C. Use a segment to specify certain actions, which can be set as the goal for a campaign

D. Use a segment to set a global goal

**Answer: B ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 13**

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

- A. 50
- B. 500
- C. 250
- D. 100

Answer: ([SHOW ANSWER](#))

**NEW QUESTION: 14**

Which scenario is a valid interaction studio use case?

- A. Behavioural targeting with 3rd party audience data
- B. Machine learning driven insights within a customer database
- C. Recommendations in email which are personalised at send time
- D. Recommendations in email which are personalized at open time

Answer: D ([LEAVE A REPLY](#))

**NEW QUESTION: 15**

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

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

Answer: A ([LEAVE A REPLY](#))

**NEW QUESTION: 16**

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

- A. Referring sources report
- B. Goal completion report
- C. Goal comparison report
- D. Visitor behaviour report

Answer: ([SHOW ANSWER](#))

**Valid Interaction-Studio-Accredited-Professional Dumps** shared by Actual4test.com for Helping Passing Interaction-Studio-Accredited-Professional Exam! Actual4test.com now offer the **newest Interaction-Studio-Accredited-Professional exam dumps**, the Actual4test.com Interaction-Studio-Accredited-Professional exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Interaction-Studio-Accredited-Professional dumps with Test Engine here:

[https://www.actual4test.com/Interaction-Studio-Accredited-](https://www.actual4test.com/Interaction-Studio-Accredited-Professional_examcollection.html)

[Professional\\_examcollection.html](https://www.actual4test.com/Interaction-Studio-Accredited-Professional_examcollection.html) (78 Q&As Dumps, **30%OFF** Special Discount: **Freepdfdumps**)

**NEW QUESTION: 17**

A brand's website is seeing high traffic but much of the behaviour is anonymous. How does IS unify anonymous identifies?

- A. IS users third party software to match anonymous and knows identifies
- B. IS constantly monitors identifying information then user determines matching to determine if two or more profiles identify
- C. IS synchronise anonymous and knows profiles once a day based on online traffic and data offer sources
- D. IS uses probability matching to determine if two or more profiles represent for user identity

**Answer: A ([LEAVE A REPLY](#))**

**NEW QUESTION: 18**

How often is the Event Stream report refreshed?

- A. Every hour
- B. Every Day
- C. Every 15 Seconds
- D. Every 30 Minutes

**Answer: B ([LEAVE A REPLY](#))**

**NEW QUESTION: 19**

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

**Answer: C ([LEAVE A REPLY](#))**

**NEW QUESTION: 20**

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

- A. Manual segment ETL
- B. External email campaign events ETL
- C. Transaction ETL
- D. Product ETL

**Answer: B ([LEAVE A REPLY](#))**

**NEW QUESTION: 21**

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

- A. Co-Browse
- B. Similar Items
- C. Collaborative Filtering
- D. Trending

**Answer: C ([LEAVE A REPLY](#))**

**NEW QUESTION: 22**

What are the three types of mobile campaigns a business user can create in IS?

- A. Push Message
- B. Browser Notification
- C. In-App Notification
- D. JSON Data A
- E. SMS Text Message

**Answer: A,C ([LEAVE A REPLY](#))**

**NEW QUESTION: 23**

How are anonymous visitors tracked?

- A. The customer must assign a unique alphanumeric identifier using a first-party cookie
- B. Interaction studio assigns a unique alphanumeric identifier using a first-party cookie
- C. Interaction studio assigns a unique alphanumeric identifier using a 3rd party cookie
- D. The browser assigns a 3rd party cookie

**Answer: B ([LEAVE A REPLY](#))**

**NEW QUESTION: 24**

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

- A. Clone
- B. Copy
- C. Download to zip file, upload zip file
- D. Deployment manager

**Answer: C ([LEAVE A REPLY](#))**

**NEW QUESTION: 25**

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

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

D. Templates

**Answer: B ([LEAVE A REPLY](#))**

**NEW QUESTION: 26**

Which two items can be included in the total engagement score calculation?

- A. Time of Day
- B. Visits
- C. Identity merge date
- D. Actions

**Answer: B,D ([LEAVE A REPLY](#))**

**NEW QUESTION: 27**

Which ingredient shows a visitor products or content based on a "people like me" algorithm?

- A. Trending
- B. Similar Items
- C. Collaborative Filtering
- D. Co Browser

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 28**

How many total global goals and filters can you define for your dataset in IS?

- A. Unlimited
- B. 64 total for both filters and goals
- C. 300 total between filters and goals
- D. 25 filters and 25 goals

**Answer: B ([LEAVE A REPLY](#))**

**NEW QUESTION: 29**

How quickly does interaction studio synthesize and activate data to gauge and respond to an individual's in-the-moment intent, across channels?

- A. 30 Seconds
- B. 1 second
- C. 1 minutes
- D. 30 milliseconds

**Answer: D ([LEAVE A REPLY](#))**

**NEW QUESTION: 30**

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

- A. XML
- B. CSV

C. JSON

D. Form URL encoded

**Answer: C,D ([LEAVE A REPLY](#))**

**NEW QUESTION: 31**

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

A. Only once for all time

B. It varies depending on the setup of the goal segment

C. No more than twice or the goal completion will no longer be counted

D. Each time a visitor leaves and rejoins the goal segment

**Answer: ([SHOW ANSWER](#))**

**Valid Interaction-Studio-Accredited-Professional Dumps** shared by Actual4test.com for Helping Passing Interaction-Studio-Accredited-Professional Exam! Actual4test.com now offer the **newest Interaction-Studio-Accredited-Professional exam dumps**, the Actual4test.com Interaction-Studio-Accredited-Professional exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Interaction-Studio-Accredited-Professional dumps with Test Engine here:

[https://www.actual4test.com/Interaction-Studio-Accredited-](https://www.actual4test.com/Interaction-Studio-Accredited-Professional_examcollection.html)

[Professional\\_examcollection.html](https://www.actual4test.com/Interaction-Studio-Accredited-Professional_examcollection.html) (78 Q&As Dumps, **30%OFF** Special Discount:

**Freepdfdumps**)

**Valid Interaction-Studio-Accredited-Professional Dumps** shared by Actual4test.com for Helping Passing Interaction-Studio-Accredited-Professional Exam! Actual4test.com now offer the **newest Interaction-Studio-Accredited-Professional exam dumps**, the Actual4test.com Interaction-Studio-Accredited-Professional exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Interaction-Studio-Accredited-Professional dumps with Test Engine here:

[https://www.actual4test.com/Interaction-Studio-Accredited-](https://www.actual4test.com/Interaction-Studio-Accredited-Professional_examcollection.html)

[Professional\\_examcollection.html](https://www.actual4test.com/Interaction-Studio-Accredited-Professional_examcollection.html) (78 Q&As Dumps, **30%OFF** Special Discount:

**Freepdfdumps**)