

## Jul-2023 Get Totally Free Updates on Interaction-Studio-Accredited-Professional Dumps PDF Questions [Q31-Q53]



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**Interaction-Studio-Accredited-Professional Exam NO.31** 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

**NO.32** How often does interaction studio poll the sftp for new files for ingestion?

- \* Immediately
- \* Hourly
- \* Daily
- \* Every 15 minutes

**NO.33** What are three features of the WebSDK when deployed on a website?

- \* Configure filters and goals
- \* Rendering campaign for personalisation
- \* Identity and cookie management
- \* Sitemapping for data collection
- \* Loading data from ETL feeds

**NO.34** A marketer would like to display the most common products purchased by previous buyers along with the main item on a product page, which ingredient would they need to use in the recipe?

- \* Co-Buy
- \* Similar Items
- \* Trending
- \* Co-Browse

**NO.35** What are the three types of mobile campaigns a business user can create in IS?

- \* JSON Data A
- \* In-App Notification
- \* Browser Notification
- \* SMS Text Message
- \* Push Message

**NO.36** How often does Marketing Cloud Personalization poll the SFTP for new files for ingestion?

- \* Immediately
- \* Every 15 minutes
- \* Hourly
- \* Daily

**NO.37** 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

**NO.38** Which ingredient shows a visitor products or content based on a 'people like me' algorithm?

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

**NO.39** How often is the Event Stream report refreshed?

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

**NO.40** Which two components does a user need to configure in IS to display Einstein product recommendation via IS connection for sales and service cloud?

- \* Einstein recipes
- \* Catalog items
- \* Promotion
- \* Einstein Decision

**NO.41** 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

## Explanation

\*\*\*\*\*

**NO.42** How quickly does interaction studio synthesize and activate data to gauge and respond to an individual's in-the-moment intent, across channels?

- \* 30 Seconds
- \* 30 milliseconds
- \* 1 second
- \* 1 minutes

**NO.43** What would a marketer include in a recipe if they want the visitor affinity score when showing recommendations?

- \* Exclusion
- \* Ingredients
- \* Booster
- \* Variation

**NO.44** 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

**NO.45** What is the maximum number of user attributes you can setup per dataset?

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

**NO.46** What is the salesforce point of view for end to end flow of data for real-time personalization within interaction studio?  
[Check]

- \* Data-in, understand, engage, data-out, analyse
- \* Know, understand, personalise, engage, analyse
- \* Identify, understand, decide, act, analyse
- \* Profile, insight, understand, act, analyse

**NO.47** ETL feeds must follow explicit specifications and requires which type of file format?

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

**NO.48** If a developer needs to test a website where a beacon from a different dataset has been deployed, which feature of the Evergage Launcher needs to be enabled to simulate?

- \* Developer tools
- \* Force SDK URL
- \* Campaign Debugger
- \* Inject SDK

**NO.49** What would a marketer include if they want to ensure they display recommendations from more than one category?

- \* Variation
- \* Exclusion
- \* Ingredient
- \* Booster

**NO.50** What three things does a developer code in web template?

- \* Campaign qualification rules
- \* HTML and CSS for controlling appearance
- \* Client side instructions for rendering
- \* Set the control group percentage
- \* Defining what can be configured in a campaign

**NO.51** 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

**NO.52** What are two ways to populate the interaction studio catalog? [check]

- \* ETL Feed
- \* Third-party integration
- \* Web sdk
- \* Email pixel

**NO.53** Which user attribute data types are supported in the identity system?

- \* String and integer
- \* Multistring
- \* String
- \* String and Multistring

Salesforce Interaction Studio Accredited Professional exam covers a wide range of topics, including setting up and configuring the Interaction Studio, creating and managing customer profiles, creating and managing journeys, and analyzing campaign performance. You will be tested on your ability to use the Interaction Studio to create personalized experiences for your customers, as well as your knowledge of best practices for using this tool to deliver effective marketing campaigns. By earning this certification, you will demonstrate your expertise in using the Salesforce Interaction Studio to drive customer engagement and revenue growth.

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