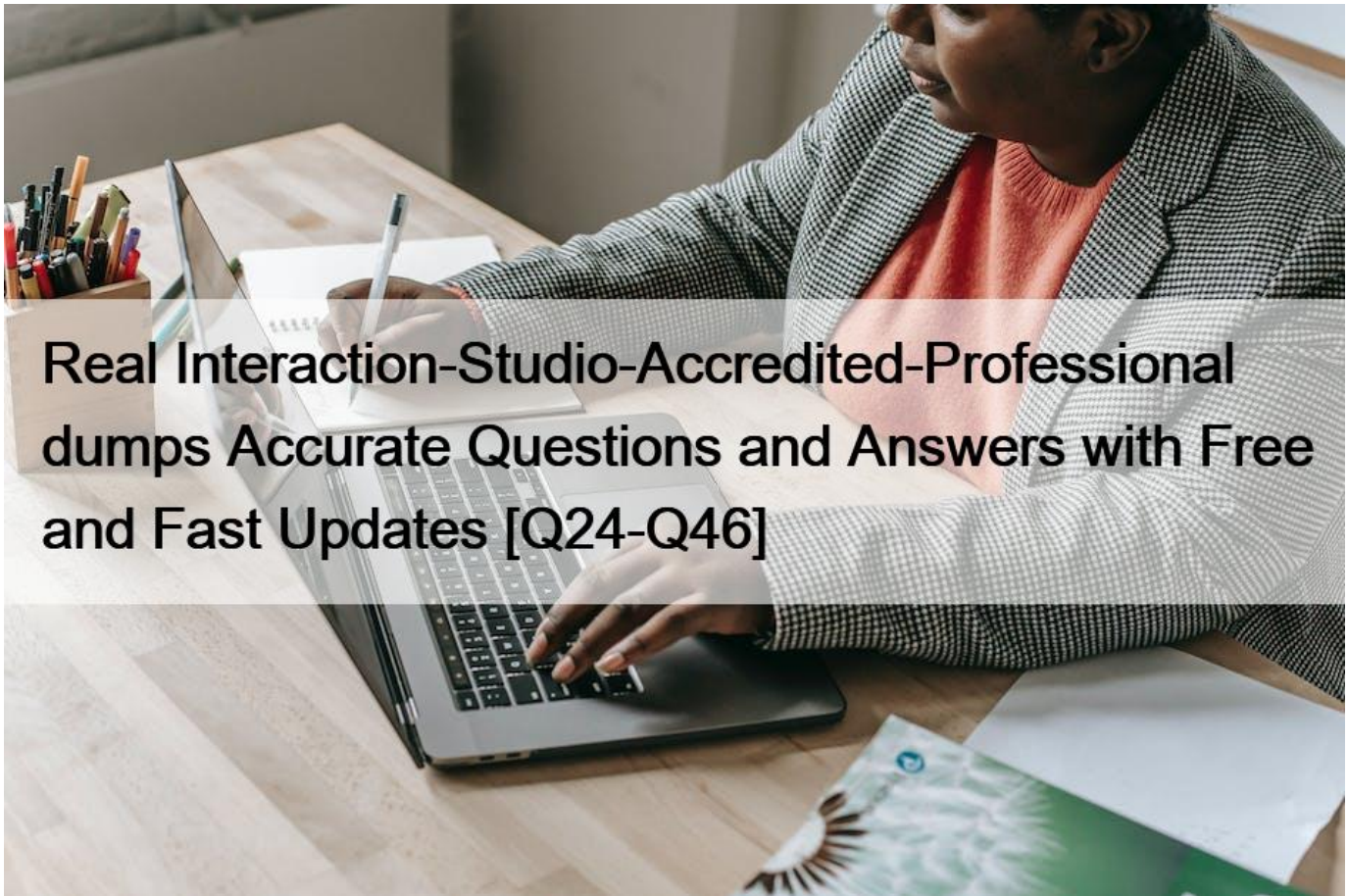# Real Interaction-Studio-Accredited-Professional dumps Accurate Questions and Answers with Free and Fast Updates [Q24-Q46

Real Interaction-Studio-Accredited-Professional dumps Accurate Questions and Answers with Free and Fast Updates Real Interaction-Studio-Accredited-Professional Quesions Pass Certification Exams Easily

To prepare for the Salesforce Interaction Studio Accredited Professional exam, professionals can take online courses and use study materials provided by Salesforce. These resources will help them become familiar with the platform's features, giving them the tools they need to pass the exam and start using the Interaction Studio at an advanced level. With the right preparation and dedication, professionals can achieve this certification and open up exciting new career opportunities in the digital marketing space.

NO.24 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

NO.25 Which three components of a server side campaign can be defined by a business user?

* Campaign rendering
* Campaign responses
* Promoted content
* Experience rules
* User attributes

NO.26 What is the best practice naming convention for attributes?
* UpperCamelCase
* Lower_snake_case
* Upper_snake_case
* lowerCamelCase

NO.27 How often does interaction studio poll the sftp for new files for ingestion?
* Immediately
* Hourly
* Daily
* Every 15 minutes

NO.28 How many days after the date of upload will files be deleted from the SFTP?
* 180 days
* 30 days
* 60 days
* 90 days

NO.29 Which ingredient shows a visitor products or content based on a ‘people like me’ algorithm?
* Similar Items
* Trending
* Co-Browse
* Collaborative Filtering

NO.30 Which data feed integrates purchase data into a profile in interaction studio?
* Interaction feed
* Conversion feed
* Transaction feed
* Catalog feed

NO.31 What is the unified customer profile?
* A view of each visitor, customer, and user based on their behaviour on your website, with marketing emails or, with any integrated channel
* 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
* A unified view of all customer activity across, websites, web applications, mobile store, call center
* A profile view for administrators to see activity across all of the customer touch points

NO.32 What are three ways segments are used in marketing cloud personalization?
* Set goal and filtersb)
* Recommending products
* Targeting for campaigns
* Creating related lists within Salesforce CRM
* Analytics, trends and engagement

NO.33 Which campaign type needs to be configured to setup the interaction studio connector for sales and service clouds?

* Server-side campaign
* Web campaign
* Mobile campaign
* Email campaign

NO.34 What three features are used to support mobile web personalization?

* SiteMap
* Web SDK
* Mobile SDK
* Mobile Data Campaign
* Templates

NO.35 How many total global goals and filters can you define for your dataset in IS?

* 64 total for both filters and goals
* 25 filers and 25 goals
* Unlimited
* 300 total between filters and goals

NO.36 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

NO.37 Which ingredient shows a vistor products or content based on a “people like me” algorithm?

* Similar Items
* Trending
* Collaborative Filtering
* Co Browser

NO.38 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?

* Viewer
* Campaign editor
* Editor
* Campaign author

NO.39 What is the rule criteria that you can use in the segment creation process?

* Actions
* Social mentions
* Email click throughs
* Dimensions

NO.40 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

NO.41 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

NO.42 The sitemap provides the functionality that enables IS to identify which three items?

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

NO.43 What is the interaction studio terminology for the collection of products and content as well as related categories, and tags – such as brand, gender, style, keyword and author?

* Dimensions
* Catalog
* Channel
* Directory

NO.44 In the user interface what is the visual representation of the data about a single visitor including preference?

* Unified view of customer
* unified customer profile
* Single source of truth
* Single view of customer

NO.45 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.46 When should you define goals and filters?

* After launching a campaign that you want to measure against a goal or filter
* Over time, when you have something new you want to meausure
* When you are reviewing campaign statistics for a published campaign
* Before launching a campaign that you want to measure against a goal or filter

Salesforce Interaction Studio Accredited Professional certification exam is designed to test your knowledge and expertise in using Salesforce Interaction Studio to create personalized customer interactions across all channels. Salesforce Interaction Studio Accredited Professional certification is ideal for individuals who work in marketing, sales, or customer service and want to master the skills required to deliver exceptional customer experiences. Interaction-Studio-Accredited-Professional exam covers a wide range of topics, including data management, segmentation, journey creation, and measurement.

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