



**Free Questions for Interaction-Studio-Accredited-Professional
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Shared by Brooks on 29-01-2024

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Question 1

Question Type: MultipleChoice

Which campaign type needs to be configured to setup the interaction studio connector for sales and service clouds?

Options:

- A- Server-side campaign
- B- Web campaign
- C- Mobile campaign
- D- Email campaign

Answer:

A

Question 2

Question Type: MultipleChoice

Which two components does a user need to configure in IS to display Einstein product recommendation vis IS connection for sales and service cloud?

Options:

- A- Einstein recipes
- B- Catalog items
- C- Promotion
- D- Einstein Decision

Answer:

D

Question 3

Question Type: MultipleChoice

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

Options:

A- Product ETL

B- Transaction ETL

C- Manual segment ETL

D- External email campaign events ETL

Answer:

D

Question 4

Question Type: MultipleChoice

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

Options:

A- User behaviour

- B- Employee performance
- C- Shadow catalog information
- D- Statistical tracking of KPI's
- E- Operational information

Answer:

A, C, D

Question 5

Question Type: MultipleChoice

How often does interaction studio poll the sftp for new files for ingestion?

Options:

- A- Immediately
- B- Hourly
- C- Daily

D- Every 15 minutes

Answer:

D

Question 6

Question Type: MultipleChoice

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

Options:

A- Source = Server

B- Server Side messages = 1

C- Server side are always returned

D- Server side = true

Answer:

A

Question 7

Question Type: MultipleChoice

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

Options:

A- CSV

B- XML

C- Form URL encoded

D- JSON

Answer:

C, D

Question 8

Question Type: MultipleChoice

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

Options:

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

Answer:

B

Question 9

Question Type: MultipleChoice

Which two success metrics can a company achieve with IS their web channel?

Options:

A- Increase in first time visitor

B- Increase in conversion rate

C- Increase in organic search ranking

D- Increase in revenue

Answer:

B, C

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