



**Free Questions for Interaction-Studio-Accredited-Professional
by certscare**

Shared by Jackson on 12-12-2023

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Question 1

Question Type: MultipleChoice

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

Options:

- A- Set goals and filters
- B- Targeting for campaigns
- C- Creation related lists within salesforce CRM
- D- Analytics, trends and engagement
- E- Recommending products

Answer:

A, B, D

Question 2

Question Type: MultipleChoice

Which user attribute data types are supported in the identity system?

Options:

- A- String and integer
- B- Multistring
- C- String
- D- String and Multistring

Answer:

C

Question 3

Question Type: MultipleChoice

Which three components of a server side campaign can be defined by a business user?

Options:

- A- Campaign rendering
- B- Campaign responses
- C- Promoted content
- D- Experience rules
- E- User attributes

Answer:

C, D, E

Question 4

Question Type: MultipleChoice

Which global templates do you select and customize to provide trending blog recommendations on the homepage?

Options:

- A- Einstein content recommendation
- B- Banner with CTA
- C- Infobar with CTA
- D- Einstein product recommendation

Answer:

D

Question 5

Question Type: MultipleChoice

How does interaction studio deliver technical value to marketers? [Check]

Options:

- A- By providing a cloud-based unified e-commerce platform with mobile, AI personalisation, order management capabilities, and related services for B2C
- B- By listening to customer signals, understanding customer intent, and acting accordingly

- C- By providing a platform to manage, schedule, create and monitor content
- D- By providing a cloud-based application designed to help salespeople sell smarter and faster

Answer:

B

Question 6

Question Type: MultipleChoice

A customer service representative for a bank is on the phone with a prospect and wants to promote the next best offer based on digital behaviour. How would they accomplish this in service cloud?

Options:

- A- The agent uses a customized next best offer widget powered by the interaction studio connector
- B- Leverage service cloud to inform IS in real-time
- C- Use machine learning to serve product/ content recommendations in email sent by your ESP
- D- Manually sync data from Interaction studio to service cloud

Answer:

A

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