Free Questions for Interaction-Studio-Accredited-Professional by dumpshq

Shared by Keith on 15-04-2024

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Question 1

What are two types that real time interaction management helps marketers to personalize the customer

Options:

A- Data Aggregation

B- Data Storage

C- Next best Action

D- Orchestration

Answer:

C, D

Question 2

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

IS unify anonymous identifies?

Options:

A- IS uses probability matching to determine if two or more profiles represent for user identity

B- IS synchronise anonymous and knows profiles once a day based or online traffic and data offer sources

C- IS constantly monitors identifying information then user determines matching to determine if two or more profiles identify

D- IS users third party software to match anonymous and knows identifies

Answer:

D

Question 3

Question Type: MultipleChoice

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

Options:

A- Unified view of customer

B- unified customer profile

C- Single source of truth

D- Single view of customer

Answer:

B

Question 4

Question Type: **MultipleChoice**

What is the salesforce point of view for end to end flow of data for real-time personalization within interaction studio? [Check]

Options:

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

Question 5

Question Type: MultipleChoice

Which feature allows a business user to overlay campaign creation and editing directly on their website?

Options:

A- Javascript Beacon

B- Visual Editor

C- Web SDK

D- Web Extension

Answer:

C

Question 6

Question Type: MultipleChoice

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

Options:

A- It varies depending on the setup of the goal segment

B- Each time a visitor leaves and rejoins the goal segment

C- Only once for all time

D- No more than twice or the goal completion will no longer be counted

Answer:

B

Question 7

What is the rule criteria that you can use in the segment creation process?

Options:

A- Actions

B- Social mentions

C- Email click throughs

D- Dimensions

Answer:

A

Question 8

What can you learn from segment compare on the segment detail tab?

A- To understand view time purchases attributes revenue by category

B- To compare users, engagement activity and other actions across segments displayed

C- To view individual users that are part of the segment

D- To understand what campaign use the segment for targeting

Answer:

B

Question 9

Question Type: MultipleChoice

When should you define goals and filters?

Options:

A- After launching a campaign that you want to measure against a goal or filter

B- Over time, when you have something new you want to meausure

C- When you are reviewing campaign statistics for a published campaign

D- Before launching a campaign that you want to measure against a goal or filter

Answer:

C

Question 10

Question Type: **MultipleChoice**

How often is the Event Stream report refreshed?

Options:

A- Every Day

B- Every 15 Seconds

C- Every 30 Minutes

D- Every hour

Answer:

A