



**Free Questions for [Interaction-Studio-Accredited-Professional](#)
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Question 1

Question Type: MultipleChoice

ETL feeds must follow explicit specifications and requires which type of file format?

Options:

A- CSV

B- JSON

C- Binary

D- TextDocs

Answer:

A

Question 2

Question Type: MultipleChoice

Which data feed integrates purchase data into a profile in interaction studio?

Options:

- A- Interaction feed
- B- Conversion feed
- C- Transaction feed
- D- Catalog feed

Answer:

C

Question 3

Question Type: MultipleChoice

What are two ways to populate the interaction studio catalog? [check]

Options:

- A- ETL Feed
- B- Third-party integration
- C- Web sdk
- D- Email pixel

Answer:

A, C

Question 4

Question Type: MultipleChoice

Which two items can be included in the total engagement score calculation?

Options:

- A- Identity merge date

- B- Visits
- C- Actions
- D- Time of Day

Answer:

B, C

Question 5

Question Type: MultipleChoice

Which development language is used to code the sitemap?

Options:

- A- Python
- B- Javascript
- C- jQuery
- D- Ampscript

Answer:

B

Question 6

Question Type: MultipleChoice

What are three areas a business user can apply custom catalog dimensions?

Options:

- A- Template filtering
- B- Segmentation
- C- Reporting
- D- Recipe exclusions and boosting
- E- Campaign targeting

Answer:

C, D, E

Question 7

Question Type: MultipleChoice

When using B2B Detect, which two options are valid account origins?

Options:

- A- IP address
- B- Time of day
- C- Customer date of birth
- D- Account Domain

Answer:

A, D

Question 8

Question Type: MultipleChoice

A business user created a segment to track everyone that has looked at the homepage today. How long does it take for a web visitor to join the After viewing the homepage?

Options:

A- Immediate

Answer:

A

Question 9

Question Type: MultipleChoice

If you want to compare the completion of two objectives based on a filter, what report would you use?

Options:

A- Visitor behaviour report

- B- Referring sources report
- C- Goal completion report
- D- Goal comparison report

Answer:

D

Question 10

Question Type: MultipleChoice

Which entry source event type needs to be configured for a journey to be used in the segment join to journey builder feature?

Options:

- A- Audience
- B- Salesforce data
- C- API
- D- Date based

Answer:

C

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