Vendor: Salesforce

Exam Code:INTERACTION-STUDIO-ACCREDITED-PROFESSIONAL

Exam Name: Salesforce Interaction Studio Accredited Professional

Version: Demo

QUESTION 1

Which development language is used to code the sitemap?

A. Python

B. Javascript

C. jQuery

D. Ampscript

Correct Answer: B

QUESTION 2

What are IS machine learning powered algorithms called?

A. Machine Learning Tools

B. Einstein Recipe

C. Einstein Decisions

D. Data Science Workbends

Correct Answer: B

QUESTION 3

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

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

Correct Answer: C

QUESTION 4

What interaction studio component contains experiences and messages you design to personalize the interaction a visitor has with your channels?

A. Recipes

B. Templates

C. Audiences

D. Campaigns

Correct Answer: D

QUESTION 5

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

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

Correct Answer: B

QUESTION 6

How many days after the date of upload will files be deleted from the SFTP?

A. 180 days

B. 30 days

C. 60 days

D. 90 days

Correct Answer: C

QUESTION 7

Which ingredient shows a vistor products or content based on a "people like me" algorithm?

A. Similar Items

B. Trending

C. Collaborative Filtering

D. Co Browser

Correct Answer: C

QUESTION 8

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

A. Actions

B. Social mentions

C. Email click throughs

D. Dimensions

Correct Answer: A

QUESTION 9

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

A. Binary

B. CSV

C. JSON

D. Text

Correct Answer: B

QUESTION 10

A brand is testing three campaigns, each one with a control experience. Which segment type can the brand setup to make sure the same group always gets the control experience?

A. Third party segment

B. Control group segment

C. A/B test segment

D. Location-based segment

Correct Answer: B

QUESTION 11

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

A. Identity merge date

B. Visits

C. Actions

D. Time of Day

Correct Answer: BC

QUESTION 12

A business user wants to deliver different experiences to different segments within the same campaign, which testing option should they select?

A. A/B testing

B. Rule based testing

C. Time based testing

D. Variation testing

Correct Answer: B