

Salesforce.Interaction-Studio-Accredited-Professional.v2023-01-18.q24

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NEW QUESTION: 1

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

- A. IS synchronise anonymous and knows profiles once a day based on online traffic and data offer sources
- B. IS uses probability matching to determine if two or more profiles represent for user identity
- 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: ([SHOW ANSWER](#))

NEW QUESTION: 2

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

- A. Goal comparison report
- B. Referring sources report
- C. Goal completion report
- D. Visitor behaviour report

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 3

How often is the Event Stream report refreshed?

- A. Every 15 Seconds

- B. Every 30 Minutes
- C. Every Day
- D. Every hour

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 4

What two features of interaction studio have functionality to perform an A/B testing?

- A. Campaigns
- B. Segments
- C. Recipes
- D. Templates

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 5

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

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

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 6

What would a marketer include if they want to ensure they display recommendations from more than one category?

- A. Ingredient
- B. Variation
- C. Booster
- D. Exclusion

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 7

What is the interaction studio terminology for the collection of products and content as well as related categories, and tags - such as brand, gender, style, keyword and author?

- A. Channel
- B. Catalog
- C. Dimensions
- D. Directory

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 8

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

- A. 30 days
- B. 180 days
- C. 60 days
- D. 90 days

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 9

What is the maximum number of user attributes you can setup per dataset?

- A. 100
- B. 500
- C. 50
- D. 250

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 10

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

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

Answer: A,B,C ([LEAVE A REPLY](#))

NEW QUESTION: 11

What three components can a web developer define by pageType?

- A. Goals
- B. Item Actions
- C. Campaign
- D. Content Zones
- E. Capturing Attribute

Answer: B,D,E ([LEAVE A REPLY](#))

NEW QUESTION: 12

In which two locations in the pageType definition can a developer pass in attributes?

- A. onActionEvent
- B. Ismatch
- C. cashdom
- D. Listeners

Answer: A,D ([LEAVE A REPLY](#))

NEW QUESTION: 13

What three components are defined by the developer in the Sitemap?

- A. Campaigns
- B. Content Zones
- C. Events
- D. Page Types
- E. Promotions

Answer: B,C,D ([LEAVE A REPLY](#))

NEW QUESTION: 14

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 15

How does a developer share web templates from one dataset to another?

- A. Deployment manager
- B. Copy
- C. Download to zip file, upload zip file
- D. Clone

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 16

What qualifies a web visitor to see any experience of a web campaign?

- A. Einstein Next Best Action
- B. Campaign tracking rules
- C. Email campaign rules
- D. Einstein Recipe Ingredients

Answer: D ([LEAVE A REPLY](#))

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NEW QUESTION: 17

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

- A. Binary
- B. CSV
- C. Text
- D. JSON

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 18

If a developer needs to test a website where a beacon from a different dataset has been deployed, which feature of the Evergage Launcher needs to be enabled to simulate?

- A. Inject SDK
- B. Developer tools
- C. Campaign Debugger
- D. Force SDK URL

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 19

Which scenario is a valid interaction studio use case?

- A. Behavioural targeting with 3rd party audience data
- B. Recommendations in email which are personalized at open time
- C. Machine learning driven insights within a customer database
- D. Recommendations in email which are personalised at send time

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 20

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

- A. CSV
- B. JSON
- C. TextDocs
- D. Binary

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 21

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

- A. Web SDK
- B. Javascript Beacon
- C. Visual Editor
- D. Web Extension

Answer: A (LEAVE A REPLY)

NEW QUESTION: 22

When does site mapping happen during the implementation process?

- A. In the middle after certain components like the catalog have been populated
- B. It can happen at any point since it is unrelated to the rest of the implementation
- C. At the end after everything is defined in the system
- D. At the beginning of the build phase since it is the basis for the rest of the implementation

Answer: A (LEAVE A REPLY)

NEW QUESTION: 23

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

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

Answer: (SHOW ANSWER)

NEW QUESTION: 24

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

- A. Hourly
- B. Every 15 minutes
- C. Daily
- D. Immediately

Answer: (SHOW ANSWER)

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