

INTERACTION-STUDIO-ACCREDITED- PROFESSIONAL^{Q&As}

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QUESTION 1

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

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

Correct Answer: ABD

QUESTION 2

What is the unified customer profile?

- A. A view of each visitor, customer, and user based on their behaviour on your website, with marketing emails or, with any integrated channel
- B. A offline report of every visitor, customer, and user based on their interaction with your website, web application, mobile store, call center, and email received from your company
- C. A unified view of all customer activity across, websites, web applications, mobile store, call center
- D. A profile view for administrators to see activity across all of the customer touch points

Correct Answer: A

QUESTION 3

Which data feed integrates external system data into a user's profile leveraging identity attributes?

- A. Identity feed
- B. Catalog Feed
- C. Interaction feed
- D. User Feed

Correct Answer: D

QUESTION 4

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

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

Correct Answer: ACD

QUESTION 5

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

Correct Answer: B

QUESTION 6

Which campaign type needs to be configured to setup the interaction studio connector for sales and service clouds?

- A. Server-side campaign
- B. Web campaign
- C. Mobile campaign
- D. Email campaign

Correct Answer: A

QUESTION 7

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

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

Correct Answer: D

QUESTION 8

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

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

Correct Answer: ABE

QUESTION 9

What is the best practice naming convention for attributes?

- A. UpperCamelCase
- B. Lower_snake_case
- C. Upper_snake_case
- D. lowerCamelCase

Correct Answer: A

QUESTION 10

How many total global goals and filters can you define for your dataset in IS?

- A. 64 total for both filters and goals
- B. 25 filers and 25 goals
- C. Unlimited
- D. 300 total between filters and goals

Correct Answer: A

QUESTION 11

Which two success metrics can a company achieve with IS their web channel?

- A. Increase in first time visitor
- B. Increase in conversion rate
- C. Increase in organic search ranking
- D. Increase in revenue

Correct Answer: BC

QUESTION 12

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

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

Correct Answer: A

QUESTION 13

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

Correct Answer: A

QUESTION 14

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

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

Correct Answer: C

QUESTION 15

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

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

Correct Answer: BC

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