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# INTERACTION-STUDIO-ACCREDITED- PROFESSIONAL<sup>Q&As</sup>

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### QUESTION 1

How often is the Event Stream report refreshed?

- A. Every Day
- B. Every 15 Seconds
- C. Every 30 Minutes
- D. Every hour

Correct Answer: A

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### QUESTION 2

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

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### QUESTION 3

Which role would the admin assign a user if they need to view everything in interaction studio and create, update, publish and delete campaigns and recipes?

- A. Viewer
- B. Campaign editor
- C. Editor
- D. Campaign author

Correct Answer: B

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### QUESTION 4

What three components can a web developer define by pageType?

- A. Item Actions



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

Correct Answer: ADE

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#### QUESTION 5

How are anonymous visitors tracked?

- A. Interaction studio assigns a unique alphanumeric identifier using a first-party cookie
- B. Interaction studio assigns a unique alphanumeric identifier using a 3rd party cookie
- C. The customer must assign a unique alphanumeric identifier using a first-party cookie
- D. The browser assigns a 3rd party cookie

Correct Answer: A

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