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

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QUESTION 1

Which three components of a server side campaign can be defined by a business user?

A. Campaign rendering

B. Campaign responses

C. Promoted content

D. Experience rules

E. User attributes

Correct Answer: CDE

QUESTION 2

How does interaction studio deliver technical value to marketers? [Check]

A. By providing a cloud-based unified e-commerce platform with mobile, AI personalisation, order management capabilities, and related services for B2C

B. By listening to customer signals, understanding customer intent, and acting accordingly

C. By providing a platform to manage, schedule, create and monitor content

D. By providing a cloud-based application designed to help salespeople sell smarter and faster

Correct Answer: B

QUESTION 3

When should you define goals and filters?

A. After launching a campaign that you want to measure against a goal or filter

B. Over time, when you have something new you want to meausure

C. When you are reviewing campaign statistics for a published campaign

D. Before launching a campaign that you want to measure against a goal or filter

Correct Answer: C

QUESTION 4

How are anonymous visitors tracked?

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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

QUESTION 5

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. Statstical tracking of KPI\\'s

E. Operational information

Correct Answer: ACD

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