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QUESTION 1

What two features of interaction studio can be used in an open-time email campaign?

- A. Promotion
- B. Attribute
- C. Survey
- D. Recipe

Correct Answer: AD

QUESTION 2

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

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

Correct Answer: A

QUESTION 3

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

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

Correct Answer: C

QUESTION 4

What three things does a developer code in web template?

- A. Campaign qualification rules



- B. HTML and CSS for controlling appearance
- C. Client side instructions for rendering
- D. Set the control group percentage
- E. Defining what can be configured in a campaign

Correct Answer: BC

QUESTION 5

How does IS define web template?

- A. A repeatable framework used to create a web campaign
- B. A google Chrome Extension
- C. The events and behavior of what will be captured on the websites
- D. An area on your site that a developer has configured.

Correct Answer: A

QUESTION 6

Which development language is used to code the sitemap?

- A. Python
- B. Javascript
- C. jQuery
- D. Ampscript

Correct Answer: B

QUESTION 7

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

Correct Answer: C



QUESTION 8

Which data feed integrates purchase data into a profile in interaction studio?

- A. Interaction feed
- B. Conversion feed
- C. Transaction feed
- D. Catalog feed

Correct Answer: C

QUESTION 9

A brand wants to view campaign performance of specific groups of users. How would they view this within the platform?

- A. Use a segment to setup a filter, then use the filter in campaign statistics
- B. Use a segment to set a global goal
- C. Use a segment to specify certain actions, which can be set as the goal for a campaign
- D. Use engagement compare functionality to see the differences in key metrics and behaviours

Correct Answer: A

QUESTION 10

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 11

A customer service representative for a bank is on the phone with a prospect and wants to promote the next best offer based on digital behaviour. How would they accomplish this in service cloud?

- A. The agent uses a customized next best offer widget powered by the interaction studio connector



- B. Leverage service cloud to inform IS in real-time
- C. Use machine learning to serve product/ content recommendations in email sent by your ESP
- D. Manually sync data from Interaction studio to service cloud

Correct Answer: A

QUESTION 12

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 13

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

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

Correct Answer: D

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

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

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

Correct Answer: AD

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