

DUMPS ARENA

Salesforce Interaction Studio Accredited Professional

Salesforce Interaction-Studio-Accredited-Professional

Version Demo

Total Demo Questions: 10

Total Premium Questions: 76

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QUESTION NO: 1

What are the two competitive advantages of interaction studio? [check]

- A. Monitors active time spent and true engagement
- B. Integrated content management system
- C. Managers Consent
- D. True Real-Time Decisioning

ANSWER: A D

QUESTION NO: 2

The sitemap provides the functionality that enables IS to identify which three items?

- A. Page types
- B. content zones
- C. attributes
- D. campaign
- E. Templates

ANSWER: A B C

QUESTION NO: 3

What are two types that real time interaction management helps marketers to personalize the customer

- A. Data Aggregation
- B. Data Storage
- C. Next best Action
- D. Orchestration

ANSWER: C D

QUESTION NO: 4

When does site mapping happen during the implementation process?

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

ANSWER: B

QUESTION NO: 5

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

ANSWER: C D E

QUESTION NO: 6

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

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

ANSWER: C

QUESTION NO: 7

What would a marketer include in a recipe if they want the visitor affinity score when showing recommendations?

- A. Exclusion
- B. Ingredients

- C. Booster
- D. Variation

ANSWER: C

QUESTION NO: 8

Which user attribute data types are supported in the identity system?

- A. String and integer
- B. Multistring
- C. String
- D. String and Multistring

ANSWER: C

QUESTION NO: 9

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

ANSWER: A

QUESTION NO: 10

Event API requests are made using what two content types (select 2)?

- A. CSV
- B. XML
- C. Form URL encoded
- D. JSON

ANSWER: C D