

Latest Interaction-Studio-Accredited-Professional Exam Dumps Salesforce Exam from Training Expert Actualtests4sure [Q41-Q64]

Latest Interaction-Studio-Accredited-Professional Exam Dumps Salesforce Exam from Training Expert Actualtests4sure
Pass Salesforce Salesforce Interaction Studio Accredited Professional PDF Dumps | Recently Updated 90 Questions

Salesforce Interaction Studio Accredited Professional exam is a computer-based test that consists of 60 multiple-choice questions. Interaction-Studio-Accredited-Professional exam is timed, and candidates have 90 minutes to complete it. Interaction-Studio-Accredited-Professional exam is available in English and costs \$200. Candidates must achieve a passing score of 67% or higher to earn the certification.

Salesforce Interaction Studio Accredited Professional Certification Exam consists of 60 multiple-choice questions that must be completed within 105 minutes. Interaction-Studio-Accredited-Professional exam covers various topics, including Interaction Studio data management, data modeling and segmentation, journey building, messaging and content personalization, and reporting and analytics. To pass the exam, candidates must achieve a minimum score of 68%, and the exam fee is \$200 USD. Salesforce recommends that candidates have at least six months of experience using Interaction Studio before attempting the certification exam. Additionally, Salesforce offers various training resources, including online courses and webinars, to help candidates prepare for the exam and improve their Interaction Studio skills.

NO.41 When should you define goals and filters?

- * After launching a campaign that you want to measure against a goal or filter
- * Over time, when you have something new you want to measure
- * When you are reviewing campaign statistics for a published campaign
- * Before launching a campaign that you want to measure against a goal or filter

NO.42 A marketer would like to display the most common products purchased by previous buyers along with the main item on a product page, which ingredient would they need to use in the recipe?

- * Co-Buy
- * Similar Items
- * Trending
- * Co-Browse

NO.43 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?

- * Third party segment
- * Control group segment
- * A/B test segment
- * Location-based segment

NO.44 Which two success metrics can a company achieve with IS their web channel?

- * Increase in first time visitor
- * Increase in conversion rate
- * Increase in organic search ranking

- * Increase in revenue

NO.45 How many total global goals and filters can you define for your dataset in IS?

- * 64 total for both filters and goals
- * 25 filters and 25 goals
- * Unlimited
- * 300 total between filters and goals

NO.46 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?

- * Viewer
- * Campaign editor
- * Editor
- * Campaign author

NO.47 How quickly does interaction studio synthesize and activate data to gauge and respond to an individual's in-the-moment intent, across channels?

- * 30 Seconds
- * 30 milliseconds
- * 1 second
- * 1 minutes

NO.48 In the user interface what is the visual representation of the data about a single visitor including preference?

- * Unified view of customer
- * unified customer profile
- * Single source of truth
- * Single view of customer

NO.49 Which two components does a user need to configure in IS to display Einstein product recommendation via IS connection for sales and service cloud?

- * Einstein recipes
- * Catalog items
- * Promotion
- * Einstein Decision

NO.50 How does Guardian determine the expected range for a given metric?

- * Guardian uses continuous machine learning to set predict the expected range
- * Guardian comes with pre-built ranges for each metric, which cannot be configured
- * Guardian uses upper and lower bounds set by the user for each metric.
- * Guardian queries the Data warehouse to establish logical the expected ranges

NO.51 How often does interaction studio poll the sftp for new files for ingestion?

- * Immediately
- * Hourly
- * Daily
- * Every 15 minutes

NO.52 What are the three types of ingredients available for a recipe?

- * Catalog-based and Trending
- * Recommendations

- * Co-Occurrence
- * Machine Learning
- * Promotions

NO.53 Which data feed integrates external system data into a user's profile leveraging identity attributes?

- * Identity feed
- * Catalog Feed
- * Interaction feed
- * User Feed

NO.54 A business user wants to test the effectiveness of two CTA options, which testing option should the select?

- * Rule Based Testing
- * A/B Testing
- * Variation Testing
- * Time Based Testing

NO.55 What qualifies a web visitor to see any experience of a web campaign?

- * Campaign tracking rules
- * Einstein Next Best Action
- * Einstein Recipe Ingredients
- * Email campaign rules

NO.56 Which three components of a server side campaign must be coded by a developer?

- * Campaign Setup
- * Parsing the JSON Response
- * Tracking of campaign statistics
- * Content Selection
- * EVENT API Request

NO.57 What three things does a developer code in web template?

- * Campaign qualification rules
- * HTML and CSS for controlling appearance
- * Client side instructions for rendering
- * Set the control group percentage
- * Defining what can be configured in a campaign

NO.58 A business user created a segment to track everyone that has looked at the homepage today. How long does it take for a web visitor to join the segment? After viewing the homepage?

Immediate

NO.59 Which two items can be included in the total engagement score calculation?

- * Identity merge date
- * Visits
- * Actions
- * Time of Day

NO.60 How many days after the date of upload will files be deleted from the SFTP?

- * 180 days
- * 30 days
- * 60 days

* 90 days

NO.61 What two features of interaction studio have functionality to perform an A/B testing?

- * Templates
- * Campaigns
- * Segments
- * Recipes

NO.62 A business user created a segment to track everyone that has looked at the homepage today. How long does it take for a web visitor to join the segment? After viewing the homepage?

- * Immediate

NO.63 A brand wants to do an ad-hoc export of a segment. What option could they use?

- * The export segment functionality via CSV format
- * The export segment functionality to Amazon S3
- * The export segment functionality via the SOAP API
- * The export segment functionality via JSON payload

NO.64 What are three features of the WebSDK when deployed on a website?

- * Configure filters and goals
- * Rendering campaign for personalisation
- * Identity and cookie management
- * Sitemapping for data collection
- * Loading data from ETL feeds

Updated Test Engine to Practice Interaction-Studio-Accredited-Professional Dumps & Practice Exam:

<https://www.actualtests4sure.com/Interaction-Studio-Accredited-Professional-test-questions.html>