



ITTEST

QUESTION & ANSWER

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Exam : **Interaction Studio
Accredited Professional**

Title : Salesforce Interaction
Studio Accredited
Professional Exam

Version : DEMO

1. In which two locations in the pageType definition can a developer pass in attributes?

- A. Listeners
- B. cashdom
- C. Ismatch
- D. onActionEvent

Answer: A,D

2. 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

3. 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 studioconnector
- 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

Answer: A

4. 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

Answer: A

5. 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

Answer: B