Ourexam

Higher Quality   Better Service!

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