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### QUESTION 1

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

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### QUESTION 2

What is the salesforce point of view for end to end flow of data for real-time personalization within interaction studio?  
[Check]

- A. Data-in, understand, engage, data-out, analyse
- B. Know, understand, personalise, engage, analyse
- C. Identify, understand, decide, act, analyse
- D. Profile, insight, understand, act, analyse

Correct Answer: C

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### QUESTION 3

Which global templates do you select and customize to provide trending blog recommendations on the homepage?

- A. Einstein content recommendation
- B. Banner with CTA
- C. Infobar with CTA
- D. Einstein product recommendation

Correct Answer: D

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### QUESTION 4

In the user interface what is the visual representation of the data about a single visitor including preference?

- A. Unified view of customer



- B. unified customer profile
- C. Single source of truth
- D. Single view of customer

Correct Answer: B

#### QUESTION 5

What are the three types of mobile campaigns a business user can create in IS?

- A. JSON Data A
- B. In-App Notification
- C. Browser Notification
- D. SMS Text Message
- E. Push Message

Correct Answer: BE

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