



# INTERACTION-STUDIO-ACCREDITED- PROFESSIONAL<sup>Q&As</sup>

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#### QUESTION 1

What are the three ways segments are used in Interaction studio?

- A. Set goals and filters
- B. Targeting for campaigns
- C. Creation related lists within salesforce CRM
- D. Analytics, trends and engagement
- E. Recommending products

Correct Answer: ABD

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#### QUESTION 2

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

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

Correct Answer: C

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#### QUESTION 3

How many total global goals and filters can you define for your dataset in IS?

- A. 64 total for both filters and goals
- B. 25 filers and 25 goals
- C. Unlimited
- D. 300 total between filters and goals

Correct Answer: A

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#### QUESTION 4

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



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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

Correct Answer: A

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#### QUESTION 5

Which campaign type needs to be configured to setup the interaction studio connector for sales and service clouds?

- A. Server-side campaign
- B. Web campaign
- C. Mobile campaign
- D. Email campaign

Correct Answer: A

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