



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

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### QUESTION 1

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

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

Correct Answer: AD

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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

When does site mapping happen during the implementation process?

- A. At the beginning of the build phase since it is the basis for the rest of the implementation
- B. In the middle after certain components like the catalog have been populated
- C. At the end after everything is defined in the system
- D. It can happen at any point since it is unrelated to the rest of the implementation

Correct Answer: B

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### QUESTION 4

If a developer needs to test a website where a beacon from a different dataset has been deployed, which feature of the Evergage Launcher needs to be enabled to simulate?

- A. Developer tools



- B. Force SDK URL
- C. Campaign Debugger
- D. Inject SDK

Correct Answer: B

#### QUESTION 5

What are the three primary areas of data stored in IS which represent a company's key business informative?

- A. User behaviour
- B. Employee performance
- C. Shadow catalog information
- D. Statistical tracking of KPI's
- E. Operational information

Correct Answer: ACD

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