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QUESTION 1

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

QUESTION 2

Which ingredient shows a visitor products or content based on a 'people like me' algorithm?

- A. Similar Items
- B. Trending
- C. Co-Browse
- D. Collaborative Filtering

Correct Answer: D

QUESTION 3

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

QUESTION 4

What three components are defined by the developer in the Sitemap?



- A. Page Types
- B. Events
- C. Promotions
- D. Campaigns
- E. Content Zones

Correct Answer: ABE

QUESTION 5

A business user wants to test the effectiveness of two CTA options, which testing option should the select?

- A. Rule Based Testing
- B. Variation Testing
- C. A/B Testing
- D. Time Based Testing

Correct Answer: C

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