

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

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## QUESTION 1

Which two items can be included in the total engagement score calculation?

- A. Identity merge date
- B. Visits
- C. Actions
- D. Time of Day

Correct Answer: BC

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## QUESTION 2

A brand wants to do an ad-hoc export of a new user-defined attributes, what option would they choose?

- A. The option to include built-in fields on a segment export
- B. The option to exclude anonymous fields on a segment export
- C. The option to include all custom fields on a segment export
- D. The option to send segment date to Marketing Cloud

Correct Answer: C

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## QUESTION 3

Which role would the admin assign a user if they need to view everything in interaction studio and create, update, publish and delete campaigns and recipes?

- A. Viewer
- B. Campaign editor
- C. Editor
- D. Campaign author

Correct Answer: B

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## QUESTION 4

Which ETL feed is used to bring campaign tracking data from marketing cloud messaging and journeys or pardot?

- A. Product ETL

- B. Transaction ETL
- C. Manual segment ETL
- D. External email campaign events ETL

Correct Answer: D

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## QUESTION 5

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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