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QUESTION 1

ETL feeds must follow explicit specifications and require which type of file format?

- A. Binary
- B. CSV
- C. JSON
- D. Text

Correct Answer: B

QUESTION 2

If you want to compare the completion of two objectives based on a filter, what report would you use?

- A. Visitor behaviour report
- B. Referring sources report
- C. Goal completion report
- D. Goal comparison report

Correct Answer: D

QUESTION 3

What would a marketer include in a recipe if they want the visitor affinity score when showing recommendations?

- A. Exclusion
- B. Ingredients
- C. Booster
- D. Variation

Correct Answer: C

QUESTION 4

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

QUESTION 5

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 6

What would a marketer include if they want to ensure they display recommendations from more than one category?

- A. Variation
- B. Exclusion
- C. Ingredient
- D. Booster

Correct Answer: A

QUESTION 7

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

QUESTION 8

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

QUESTION 9

How quickly does interaction studio synthesize and activate data to gauge and respond to

- A. 30 Seconds
- B. 30 milliseconds
- C. 1 second
- D. 1 minutes

Correct Answer: B

QUESTION 10

What are two types that real time interaction management helps marketers to personalize the customer?

- A. Data Aggregation
- B. Data Storage
- C. Next best Action
- D. Orchestration

Correct Answer: CD

QUESTION 11

How does a developer share web templates from one dataset to another?

- A. Deployment manager
- B. Copy
- C. Download to zip file, upload zip file

D. Clone

Correct Answer: C

QUESTION 12

Which three components of a recipe are optional when configuring a new algorithm?

- A. Decisions
- B. Ingredients
- C. Variation
- D. Boosters
- E. Exclusions

Correct Answer: CDE

QUESTION 13

A brand's website is seeing high traffic but much of the behaviour is anonymous. How does IS unify anonymous identifies?

- A. IS uses probability matching to determine if two or more profiles represent for user identity
- B. IS synchronise anonymous and knows profiles once a day based on online traffic and data offer sources
- C. IS constantly monitors identifying information then user determines matching to determine if two or more profiles identify
- D. IS uses third party software to match anonymous and knows identifies

Correct Answer: D

QUESTION 14

What are two ways to populate the interaction studio catalog? [check] A. ETL Feed

- B. Third-party integration
- C. Web sdk
- D. Email pixel

Correct Answer: AC

QUESTION 15

What are three areas a business user can apply custom catalog dimensions?

- A. Template filtering
- B. Segmentation
- C. Reporting
- D. Recipe exclusions and boosting
- E. Campaign targeting

Correct Answer: CDE

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