Free Questions for Interaction-Studio-Accredited-Professional by certsdeals

Shared by Bray on 22-07-2024

For More Free Questions and Preparation Resources

Check the Links on Last Page

Question 1

A marketer would like to display the most common products purchased by previous buyers along with the main item on a product page, which ingredient would they need to use in the recipe?

Options:

A- Co-Buy

B- Similar Items

C- Trending

D- Co-Browse

Answer:

A

Question 2

Which ingredient shows a vistor products or content based on a "people like me" algorithm?

Options:

A- Similar Items

B- Trending

C- Collaborative Filtering

D- Co Browser

Answer:

C

Question 3

Question Type: MultipleChoice

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 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

Answer:

A

Question 4

Question Type: **MultipleChoice**

What three components can a web developer define by pageType?

Options:

A- Item Actions

B- Campaign

C- Goals

D- Content Zones

E- Capturing Attribute

Answer:

A, D, E

Question 5

Question Type: MultipleChoice

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

Options:

A- Page Types

B- Events

C- Promotions

D- Campaigns

E- Content Zones

Answer:

A, B, E

Question 6

Question Type: MultipleChoice

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

Options:

A- Listeners

B- cashdom

C- Ismatch

D- onActionEvent

Answer:

A, D

Question 7

Question Type: MultipleChoice

What are three features of the WebSDK when deployed on a website?

Options:

A- Configure filters and goals

B- Rendering campaign for personalisation

C- Identity and cookie management

D- Sitemapping for data collection

E- Loading data from ETL feeds

Answer:

B, C, D

Question 8

What is the best practice naming convention for attributes?

Options:

A- UpperCamelCase

B- Lower_snake_case

C- Upper_snake_case

D- lowerCamelCase

Answer:

A

Question 9

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?

Options:

A- Developer tools

B- Force SDK URL

C- Campaign Debugger

D- Inject SDK

Answer:

B

Question 10

Question Type: MultipleChoice

How are anonymous visitors tracked?

Options:

A- Interaction studio assigns a unique alphanumeric identifier using a first-party cookie

B- Interaction studio assigns a unique alphanumeric identifier using a 3rd party cookie

C- The customer must assign a unique alphanumeric identifier using a first-party cookie

D- The browser assigns a 3rd party cookie

Answer:

A

To Get Premium Files for Interaction-Studio-Accredited-Professional Visit

https://www.p2pexams.com/products/interaction-studio-accredited-professional

For More Free Questions Visit

https://www.p2pexams.com/salesforce/pdf/interaction-studio-accredited-professional

20% DISCOUNT