



**Free Questions for Interaction-Studio-Accredited-Professional  
by vceexamstest**

**Shared by Cantrell on 24-05-2024**

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## Question 1

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**Question Type:** MultipleChoice

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A brand is testing three campaigns, each one with a control experience. Which segment type can the brand setup to make sure the same group always gets the control experience?

**Options:**

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- A- Third party segment
- B- Control group segment
- C- A/B test segment
- D- Location-based segment

**Answer:**

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B

## Question 2

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**Question Type:** MultipleChoice

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A brand wants to view campaign performance of specific groups of users. How would they view this within the platform?

**Options:**

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- A- Use a segment to setup a filter, then use the filter in campaign statistics
- B- Use a segment to set a global goal
- C- Use a segment to specify certain actions, which can be set as the goal for a campaign
- D- Use engagement compare functionality to see the differences in key metrics and behaviours

**Answer:**

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A

## Question 3

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**Question Type: MultipleChoice**

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How many total global goals and filters can you define for your dataset in IS?

**Options:**

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- A- 64 total for both filters and goals
- B- 25 filers and 25 goals
- C- Unlimited
- D- 300 total between filters and goals

**Answer:**

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A

## Question 4

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**Question Type: MultipleChoice**

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

**Options:**

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- 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

**Answer:**

---

C

## Question 5

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**Question Type:** MultipleChoice

---

How many days after the date of upload will files be deleted from the SFTP?

**Options:**

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- A-** 180 days
- B-** 30 days
- C-** 60 days
- D-** 90 days

**Answer:**

---

C

## Question 6

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**Question Type: MultipleChoice**

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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?

**Options:**

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A- Viewer

B- Campaign editor

C- Editor

D- Campaign author

**Answer:**

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B

## Question 7

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**Question Type:** MultipleChoice

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What is the maximum number of user attributes you can setup per dataset?

**Options:**

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**A-** 100

**B-** 50

**C-** 250

**D-** 500

**Answer:**

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A

## Question 8

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**Question Type:** MultipleChoice

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What are IS machine learning powered algorithms called?

**Options:**

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- A- Machine Learning Tools
- B- Einstein Recipe
- C- Einstein Decisions
- D- Data Science Workbends

**Answer:**

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B

## Question 9

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**Question Type: MultipleChoice**

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



**Options:**

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

**Answer:**

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C, D, E

## Question 10

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**Question Type: MultipleChoice**

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What are the three types of ingredients available for a recipe?

**Options:**

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**A-** Catalog-based and Trending

**B-** Recommendations

**C-** Co-Occurrence

**D-** Machine Learning

**E-** Promotions

**Answer:**

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A, B, C

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