

INTERACTION-STUDIO-ACCREDITED-PROFESSIONALQ&As

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QUESTION 1
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 2
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 3
Which development language is used to code the sitemap?
A. Python
B. Javascript
C. jQuery
D. Ampscript
Correct Answer: B

QUESTION 4

Which data feed integrates purchase data into a profile in interaction studio?



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- A. Interaction feed
- B. Conversion feed
- C. Transaction feed
- D. Catalog feed

Correct Answer: C

QUESTION 5

What two features of interaction studio can be used in an open-time email campaign?

- A. Promotion
- B. Attribute
- C. Survey
- D. Recipe

Correct Answer: AD

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