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

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### QUESTION 1

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

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### QUESTION 2

Which data feed integrates external system data into a user's profile leveraging identity attributes?

- A. Identity feed
- B. Catalog Feed
- C. Interaction feed
- D. User Feed

Correct Answer: D

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### QUESTION 3

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

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### 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

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#### QUESTION 5

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

A. CSV

B. JSON

C. Binary

D. TextDocs

Correct Answer: A

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