

DUMPSQUEEN

Salesforce Interaction Studio Accredited Professional Exam (SP24)

Salesforce Interaction-Studio-Accredited-Professional

Version Demo

Total Demo Questions: 10

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QUESTION NO: 1

What are the three types of mobile campaigns a business user can create in IS?

- A. JSON Data A
- B. In-App Notification
- C. Browser Notification
- D. SMS Text Message
- E. Push Message

ANSWER: B E

QUESTION NO: 2

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

- 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: A

QUESTION NO: 3

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?

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

ANSWER: B

QUESTION NO: 4

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

- A. Catalog-based and Trending
- B. Recommendations
- C. Co-Occurrence
- D. Machine Learning
- E. Promotions

ANSWER: A B C

QUESTION NO: 5

When using B2B Detect, which two options are valid account origins?

- A. IP address
- B. Time of day
- C. Customer date of birth
- D. Account Domain

ANSWER: A D

QUESTION NO: 6

Event API requests are made using what two content types (select 2)?

- A. CSV
- B. XML
- C. Form URL encoded
- D. JSON

ANSWER: C D

QUESTION NO: 7

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

- A. Page Types

- B. Events
- C. Promotions
- D. Campaigns
- E. Content Zones

ANSWER: A B E

QUESTION NO: 8

What can you learn from segment compare on the segment detail tab?

- A. To understand view time purchases attributes revenue by category
- B. To compare users, engagement activity and other actions across segments displayed
- C. To view individual users that are part of the segment
- D. To understand what campaign use the segment for targeting

ANSWER: B

QUESTION NO: 9

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

- A. 100
- B. 50
- C. 250
- D. 500

ANSWER: A

QUESTION NO: 10

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

ANSWER: D