

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

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**QUESTION 1**

What qualifies a web visitor to see any experience of a web campaign?

- A. Campaign tracking rules
- B. Einstein Next Best Action
- C. Einstein Recipe Ingredients
- D. Email campaign rules

Correct Answer: C

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**QUESTION 2**

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 3**

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 4**

A customer service representative for a bank is on the phone with a prospect and wants to promote the next best offer based on digital behaviour. How would they accomplish this in service cloud?

- A. The agent uses a customized next best offer widget powered by the interaction studio connector

- B. Leverage service cloud to inform IS in real-time
- C. Use machine learning to serve product/ content recommendations in email sent by your ESP
- D. Manually sync data from Interaction studio to service cloud

Correct Answer: A

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#### 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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