

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

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#### QUESTION 1

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?

- A. Viewer
- B. Campaign editor
- C. Editor
- D. Campaign author

Correct Answer: B

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#### QUESTION 2

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

Correct Answer: B

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#### QUESTION 3

How often is the Event Stream report refreshed?

- A. Every Day
- B. Every 15 Seconds
- C. Every 30 Minutes
- D. Every hour

Correct Answer: A

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#### QUESTION 4

What is the rule criteria that you can use in the segment creation process?

- A. Actions

- B. Social mentions
- C. Email click throughs
- D. Dimensions

Correct Answer: A

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#### QUESTION 5

What are the three primary areas of data stored in IS which represent a company's key business informative?

- A. User behaviour
- B. Employee performance
- C. Shadow catalog information
- D. Statistical tracking of KPI's
- E. Operational information

Correct Answer: ACD

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