

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

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**QUESTION 1**

Which scenario is a valid interaction studio use case?

- A. Recommendations in email which are personalised at send time
- B. Behavioural targeting with 3rd party audience data
- C. Recommendations in email which are personalized at open time
- D. Machine learning driven insights within a customer database

Correct Answer: C

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**QUESTION 2**

What are IS machine learning powered algorithms called?

- A. Machine Learning Tools
- B. Einstein Recipe
- C. Einstein Decisions
- D. Data Science Workbends

Correct Answer: B

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**QUESTION 3**

How does IS define web template?

- A. A repeatable framework used to create a web campaign
- B. A google Chrome Extension
- C. The events and behavior of what will be captured on the websites
- D. An area on your site that a developer has configured.

Correct Answer: A

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**QUESTION 4**

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

- A. 100
- B. 50

C. 250

D. 500

Correct Answer: A

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**QUESTION 5**

What two features of interaction studio have functionality to perform an A/B testing?

A. Templates

B. Campaigns

C. Segments

D. Recipes

Correct Answer: BC

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