

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

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## QUESTION 1

A business user wants to deliver different experiences to different segments within the same campaign, which testing option should they select?

- A. A/B testing
- B. Rule based testing
- C. Time based testing
- D. Variation testing

Correct Answer: B

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## QUESTION 2

When should you define goals and filters?

- A. After launching a campaign that you want to measure against a goal or filter
- B. Over time, when you have something new you want to measure
- C. When you are reviewing campaign statistics for a published campaign
- D. Before launching a campaign that you want to measure against a goal or filter

Correct Answer: C

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## QUESTION 3

In the user interface what is the visual representation of the data about a single visitor including preference?

- A. Unified view of customer
- B. unified customer profile
- C. Single source of truth
- D. Single view of customer

Correct Answer: B

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## QUESTION 4

A brand's website is seeing high traffic but much of the behaviour is anonymous. How does IS unify anonymous identifies?

- A. IS uses probability matching to determine if two or more profiles represent for user identity

- B. IS synchronise anonymous and knows profiles once a day based on online traffic and data offer sources
- C. IS constantly monitors identifying information then user determines matching to determine if two or more profiles identify
- D. IS uses third party software to match anonymous and knows identifies

Correct Answer: D

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## QUESTION 5

Which global templates do you select and customize to provide trending blog recommendations on the homepage?

- A. Einstein content recommendation
- B. Banner with CTA
- C. Infobar with CTA
- D. Einstein product recommendation

Correct Answer: D

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