Question No: 1

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

A. Templates

B. Campaigns

C. Segments

D. Recipes

Answer: B, C

Explanation:

Question No: 2

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

Explanation:

Question No: 3

What two features of interaction studio can be used in an open-time email campaign?

A. Promotion

B. Attribute

C. Survey

D. Recipe

Answer: A, D

Explanation:

Question No: 4

What are the components of an interaction studio web campaign? [check]

A. Email capture, homepage, and product requisite

B. Experience, template, and content Zone

C. Configured recipe, visitor profile, and content window

D. Affinity, infobard and attribution window

Answer: B

Explanation:

Question No: 5

What three things does a developer code in web template?

A. Campaign qualification rules

B. HTML and CSS for controlling appearance

C. Client side instructions for rendering

D. Set the control group percentage

E. Defining what can be configured in a campaign

Answer: B, C

Explanation:

Question No: 6

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

Answer: B

Explanation:

Question No: 7

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

Answer: C

Explanation:

Question No: 8

How does a developer share web templates from one dataset to another?

A. Deployment manager

B. Copy

C. Download to zip file, upload zip file

D. Clone

Answer: C

Explanation:

Question No: 9

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.

Answer: A

Explanation:

Question No: 10

The sitemap provides the functionality that enables IS to identify which three items?

A. Page types

B. content zones

C. attributes

D. campaign

E. Templates

Answer: A, B, C

Explanation:

Question No: 11

How are anonymous visitors tracked?

A. Interaction studio assigns a unique alphanumeric identifier using a first-party cookie

B. Interaction studio assigns a unique alphanumeric identifier using a 3rd party cookie

C. The customer must assign a unique alphanumeric identifier using a first-party cookie

D. The browser assigns a 3rd party cookie

Answer: A

Explanation:

Question No: 12

If a developer needs to test a website where a beacon from a different dataset has been deployed, which feature of the Evergage Launcher needs to be enabled to simulate?

A. Developer tools

B. Force SDK URL

C. Campaign Debugger

D. Inject SDK

Answer: B

Explanation:

Question No: 13

What is the best practice naming convention for attributes?

A. UpperCamelCase

B. Lower_snake_case

C. Upper_snake_case

D. lowerCamelCase

Answer: A

Explanation:

Question No: 14

What are three features of the WebSDK when deployed on a website?

A. Configure filters and goals

B. Rendering campaign for personalisation

C. Identity and cookie management

D. Sitemapping for data collection

E. Loading data from ETL feeds

Answer: B, C, D

Explanation:

Question No: 15

In which two locations in the pageType definition can a developer pass in attributes?

A. Listeners

B. cashdom

C. Ismatch

D. onActionEvent

Answer: A, D

Explanation:

Question No: 16

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

Explanation:

Question No: 17

What three components can a web developer define by pageType?

A. Item Actions

B. Campaign

C. Goals

D. Content Zones

E. Capturing Attribute

Answer: A, D, E

Explanation:

Question No: 18

What is the unified customer profile?

A. A view of each visitor, customer, and user based on their behaviour on your website, with marketing emails or, with any integrated channel

B. A offline report of every visitor, customer, and user based on their interaction with your website, web application, mobile store, call center, and email received from your company

C. A unified view of all customer activity across, websites, web applications, mobile store, call center

D. A profile view for administrators to see activity across all of the customer touch points

Answer: A

Explanation:

Question No: 19

Which ingredient shows a vistor products or content based on a "people like me" algorithm?

A. Similar Items

B. Trending

C. Collaborative Filtering

D. Co Browser

Answer: C

Explanation:

Question No: 20

A marketer would like to display the most common products purchased by previous buyers along with the main item on a product page, which ingredient would they need to use in the recipe?

A. Co-Buy

B. Similar Items

C. Trending

D. Co-Browse

Answer: A

Explanation:

Question No: 21

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

Explanation:

Question No: 22

Which three components of a recipe are optional when configuring a new algorithm?

A. Decisions

B. Ingredients

C. Variation

D. Boosters

E. Exclusions

Answer: C, D, E

Explanation:

Question No: 23

What are IS machine learning powered algorithms called?

A. Machine Learning Tools

B. Einstein Recipe

C. Einstein Decisions

D. Data Science Workbends

Answer: B

Explanation:

Question No: 24

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

A. 100

B. 50

C. 250

D. 500

Answer: A

Explanation:

Question No: 25

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

Answer: B

Explanation:

Question No: 26

How many days after the date of upload will files be deleted from the SFTP?

A. 180 days

B. 30 days

C. 60 days

D. 90 days

Answer: C
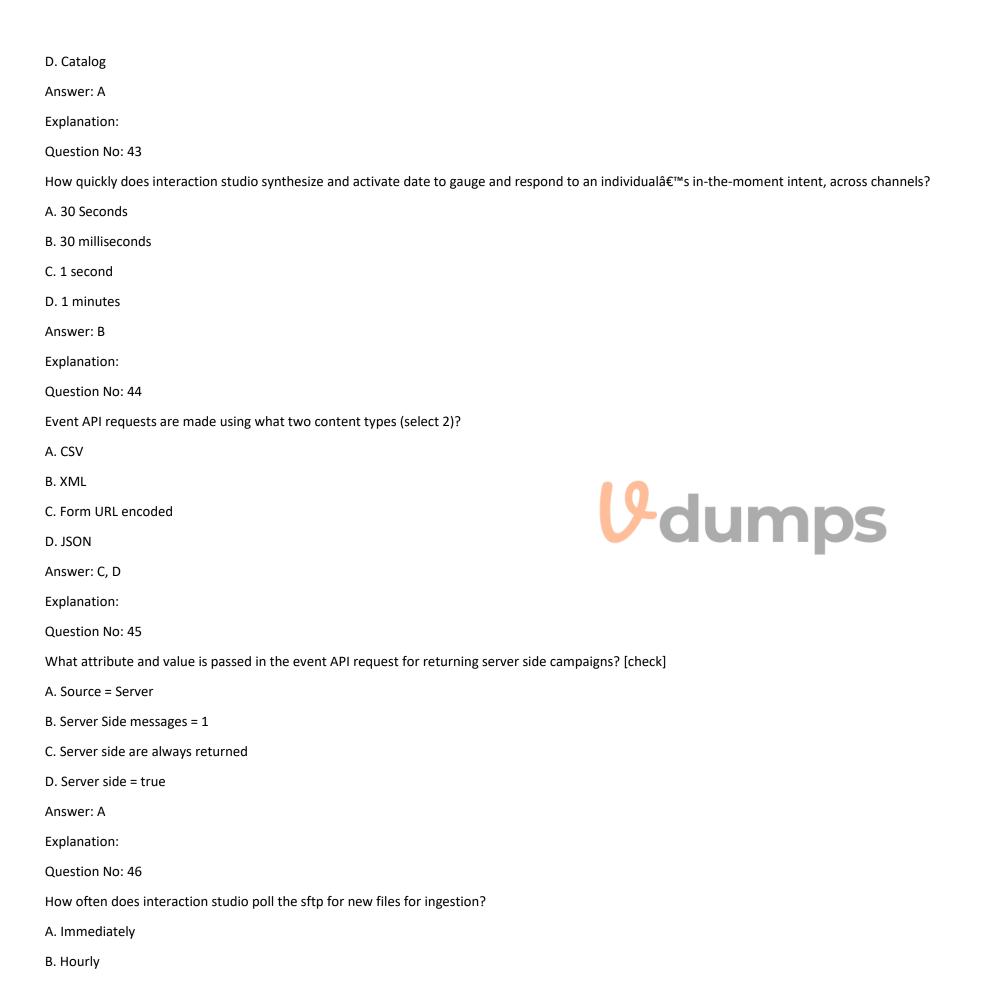
Explanation:

Question No: 27

A brand wants to do an ad-hoc export of a new user-defined attributes, what option would they choose?

A. The option to include built-in fields on a segment export

B. The option to exclude anonymous fields on a segment export

C. The option to include all custom fields on a segment export

D. The option to send segment date to Marketing Cloud

Answer: C

Explanation:

Question No: 28

How many total global goals and filters can you define for your dataset in IS?

A. 64 total for both filters and goals

B. 25 filers and 25 goals

C. Unlimited

D. 300 total between filters and goals

Answer: A

Explanation:

Question No: 29

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

Explanation:

Question No: 30

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

Explanation:

Question No: 31

How often is the Event Stream report refreshed?

A. Every Day

B. Every 15 Seconds

C. Every 30 Minutes

D. Every hour

Answer: A

Explanation:

Question No: 32

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 meausure

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

Answer: C

Explanation:

Question No: 33

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

Explanation:

Question No: 34

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

Answer: A

Explanation:

Question No: 35

How many times can a visitor accomplish a goal in interaction studio?

A. It varies depending on the setup of the goal segment

B. Each time a visitor leaves and rejoins the goal segment

C. Only once for all time

D. No more than twice or the goal completion will no longer be counted

Answer: B

Explanation:

Question No: 36

Which feature allows a business user to overlay campaign creation and editing directly on their website?

A. Javascript Beacon

B. Visual Editor

C. Web SDK

D. Web Extension

Answer: C

Explanation:

Question No: 37

What is the salesforce point of view for end to end flow of data for real-time personalization within interaction studio? [Check]

A. Data-in, understand, engage, data-out, analyse

B. Know, understand, personalise, engage, analyse

C. Identify, understand, decide, act, analyse

D. Profile, insight, understand, act, analyse

Answer: C

Explanation:

Question No: 38

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

Answer: B

Explanation:

Question No: 39

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 or 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 users third party software to match anonymous and knows identifies

Answer: D

Explanation:

Question No: 40

What are two types that real time interaction management helps marketers to personalize the customer

A. Data Aggregation

B. Data Storage

C. Next best Action

D. Orchestration

Answer: C, D

Explanation:

Question No: 41

Which two successs metrics can a company achieve with IS their web channel?

A. Increase in first time visitor

B. Increase in conversion rate

C. Increase in organic search ranking

D. Increase in revenue

Answer: B, C

Explanation:

Question No: 42

What is the interaction studio terminology for the collection of products and content as well as related categories and tags - such as brand, gender, style, keyword and author?

A. Dimensions

B. Channel

C. Directory

D. Catalog

Answer: A

Explanation:

Question No: 43

How quickly does interaction studio synthesize and activate date to gauge and respond to an individual's in-the-moment intent, across channels?

A. 30 Seconds

B. 30 milliseconds

C. 1 second

D. 1 minutes

Answer: B

Explanation:

Question No: 44

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

Explanation:

Question No: 45

What attribute and value is passed in the event API request for returning server side campaigns? [check]

A. Source = Server

B. Server Side messages = 1

C. Server side are always returned

D. Server side = true

Answer: A

Explanation:

Question No: 46

How often does interaction studio poll the sftp for new files for ingestion?

A. Immediately

B. Hourly

C. Daily

D. Every 15 minutes

Answer: D

Explanation:

Question No: 47

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. Statstical tracking of KPI's

E. Operational information

Answer: A, C, D

Explanation:

Question No: 48

Which ETL feed is used to bring campaign tracking data from marketing cloud messaging & journeys or pardot?

A. Product ETL

B. Transaction ETL

C. Manual segment ETL

D. External email campaign events ETL

Answer: D

Explanation:

Question No: 49

Which two components does a user need to configure in IS to display Einstein product recommendation vis IS connection for sales and service cloud?

A. Einstein recipes

B. Catalog items

C. Promotion

D. Einstein Decision

Answer: D

Explanation:

Question No: 50

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

Answer: A

Explanation:

Question No: 51

What are the two main functions of the Event API? (select 2)

A. Capture user attributes and actions

B. Process GDPR data or deletion requests

C. Return campaign responses

D. Bulk load external campaign data

Answer: A, C

Explanation:

Question No: 52

Which data feed integrates external system data into a user's profile levargaing identity attributes?

A. Identity feed

B. Catalog Feed

C. Interaction feed

D. User Feed

Answer: D

Explanation:

Question No: 53

ETL feeds must follow explicit specifications and require which type of file format?

A. Binary

B. CSV

C. JSON

D. Text

Answer: B

Explanation:

Question No: 54

What is the interaction studio terminology for the collection of products and content as well as related categories, and tags - such as brand, gender, style, keyword and author?

A. Dimensions

B. Catalog

C. Channel

D. Directory

Answer: A

Explanation:

Question No: 55

What interaction studio component contains experiences and messages you design to personalize the interaction a visitor has with your channels?

A. Recipes

B. Templates

C. Audiences

D. Campaigns

Answer: D

Explanation:

Question No: 56

When does site mapping happen during the implementation process?

A. At the beginning of the build phase since it is the basis for the rest of the implementation

B. In the middle after certain components like the catalog have been populated

C. At the end after everything is defined in the system

D. It can happen at any point since it is unrelated to the rest of the implementation

Answer: B

Question No: 57

What would a marketer include in a recipe if they want the visitor affinity score when showing recommendations?

A. Exclusion

B. Ingredients

C. Booster

D. Variation

Answer: C

Explanation:

Question No: 58

What would a marketer include if they want to ensure they display recommendations from more than one category?

A. Variation

B. Exclusion

C. Ingredient

D. Booster

Answer: A

Explanation:

Question No: 59

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

Answer: C

Explanation:

Question No: 60

What are the two competitive advantages of interaction studio? [check]

A. Monitors active time spent and true engagement

B. Integrated content management system

C. Managers Consent

D. True Real-Time Decisioning

Answer: A, D

Explanation:

Question No: 61

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

Answer: A

Explanation:

Question No: 62

How does interaction studio deliver technical value to marketers? [Check]

A. By providing a cloud-based unified e-commerce platform with mobile, AI personalisation, order management capabilities, and related services for B2C

B. By listening to customer signals, understanding customer intent, and acting accordingly

C. By providing a platform to manage, schedule, create and monitor content

D. By providing a cloud-based application designed to help salespeople sell smarter and faster

Answer: B

Explanation:

Question No: 63

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

Answer: D

Explanation:

Question No: 64

Which three components of a server side campaign can be defined by a business user?

A. Campaign rendering

B. Campaign responses

C. Promoted content

D. Experience rules

E. User attributes

Answer: C, D, E

Explanation:

Question No: 65

Which user attribute data types are supported in the identity system?

A. String and integer

B. Multistring

C. String

D. String and Multistring

Answer: C

Explanation:

Question No: 66

What are the three ways segments are used in Interaction studio?

A. Set goals and filters

B. Targeting for campaigns

C. Creation related lists within salesforce CRM

D. Analytics, trends and engagement

E. Recommending products

Answer: A, B, D

Explanation:

Question No: 67

Which entry source event type needs to be configured for a journey to be used in the segment join to journey builder feature?

A. Audience

B. Salesforce data

C. API

D. Date based

Answer: C

Explanation:

Question No: 68

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

Answer: D

Explanation:

Question No: 69

A business user created a segment to track everyone that has looked at the homepage today. How long does it take for a web visitor to join the ….. After viewing the homepage?

A. Immediate

Answer: A

Explanation:

Question No: 70

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

Explanation:

Question No: 71

What are three areas a business user can apply custom catalog dimensions?

A. Template filtering

B. Segmentation

C. Reporting

D. Recipe exclusions and boosting

E. Campaign targeting

Answer: C, D, E

Explanation:

Question No: 72

Which development language is used to code the sitemap?

A. Python

B. Javascript

C. jQuery

D. Ampscript

Answer: B

Explanation:

Question No: 73

Which two items can be included in the total engagement score calculation?

A. Identity merge date

B. Visits

C. Actions

D. Time of Day

Answer: B, C

Explanation:

Question No: 74

What are two ways to populate the interaction studio catalog? [check]

A. ETL Feed

B. Third-party integration

C. Web sdk

D. Email pixel

Answer: A, C

Explanation:

Question No: 75

Which data feed integrates purchase data into a profile in interaction studio?

A. Interaction feed

B. Conversion feed

C. Transaction feed

D. Catalog feed

Answer: C

Explanation:

Question No: 76

ETL feeds must follow explicit specifications and requires which type of file format?

A. CSV

B. JSON

C. Binary

D. TextDocs

Answer: A

Explanation: