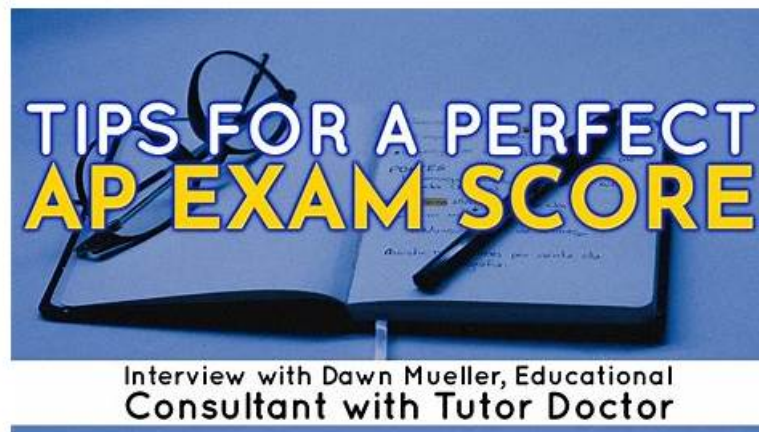# Exam AP-216 Consultant, AP-216 Latest Exam Tips

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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q97-Q102):

NEW QUESTION # 97
What are the three primary areas of data stored in Marketing Cloud Personalization which represent a company's key business information?

- A. Employee performance
- B. Operational information
- C. Shadow catalog information
- D. User behaviors
- E. Statistical tracking of KPIs

Answer: B,C,D

Explanation:
The three primary areas of data stored in Marketing Cloud Personalization are:
* Shadow Catalog Information (Answer A):

* Represents the product or content catalog used for personalization and recommendations.
* User Behaviors (Answer B):
* Tracks user actions such as visits, clicks, and purchases for behavior-based personalization.
* Operational Information (Answer E):
* Stores system settings, rules, and configurations necessary to support personalization and campaign management.
References:
* Salesforce Marketing Cloud Documentation - Data Architecture

NEW QUESTION # 98
What is the best practice naming convention for attributes?

- A. lowerCamelCase
- B. UpperCamelCase
- C. Upper_snake_case
- D. Lower_snake_case

Answer: B

Explanation:
Best practice naming convention for attributes in Interaction Studio:
* UseUpperCamelCase(e.g., FirstName, PurchaseDate).
* This ensures consistency, readability, and adherence to Interaction Studio's standards.
References:
* Salesforce Interaction Studio Developer Documentation - Attribute Naming Conventions

NEW QUESTION # 99
What are the three types of mobile campaigns a business user can create in IS?

- A. Push Message
- B. In-App Notification
- C. JSON Data A
- D. Browser Notification
- E. SMS Text Message

Answer: A,B,E

Explanation:
Salesforce Marketing Cloud (SFMC) provides powerful mobile marketing capabilities through Mobile Studio and Interaction Studio (IS). Businesses can engage customers using three types of mobile campaigns:
* Definition: SMS (Short Message Service) is used to send text messages directly to a user's mobile device.
* Use Case: Best for time-sensitive promotions, alerts, and transactional messages.
* Steps to Create in SFMC:
* Navigate toMobile Studio>MobileConnect.
* Set up the SMS configuration by selecting theSender Profile.
* Create anSMS Message Templateunder MobileConnect.
* Configure the audience using relevant segmentation criteria.
* Test and send the SMS campaign.
* References: Salesforce Marketing Cloud Documentation - MobileConnect Setup and SMS Campaigns.
1. SMS Text Message
* Definition: Push notifications are sent to users via a mobile app to encourage engagement and drive specific actions.
* Use Case: Ideal for re-engagement and sending tailored updates.
* Steps to Create in SFMC:
* Navigate toMobile Studio>Push.
* ConfigureApp SDK Integrationto enable push notifications.
* Define your Push Message content, including title and message.
* Specify segmentation usingAudience BuilderorJourney Builder.
* Schedule and send the Push campaign.
* References: Salesforce Marketing Cloud Documentation - Push Notification Guide.
2. Push Message

* Definition: In-app notifications are messages displayed within the app while users are actively using it.
* Use Case: Perfect for guiding user actions within the app, such as onboarding, product announcements, or updates.
* Steps to Create in SFMC:
* Navigate toInteraction Studio>In-App Messages.
* Select a trigger point for displaying the notification (e.g., on login or action completion).
* Design the content and layout of the in-app message.
* UseJourney Builderto configure the message's audience and timing.
* Deploy and monitor engagement metrics.
* References: Salesforce Interaction Studio Documentation - In-App Notification Configuration.
3. In-App Notification
Summary:These three types of campaigns (SMS Text Message, Push Message, and In-App Notification) empower businesses to create omnichannel mobile engagement strategies. Salesforce Marketing Cloud and Interaction Studio provide a flexible framework to set up, customize, and analyze these campaigns effectively.
Official Documentation References:
* Salesforce Marketing Cloud Mobile Studio Guide.
* Interaction Studio In-App Notification Setup: Salesforce Help.

NEW QUESTION # 100
How does interaction studio deliver technical value to marketers? [Check]

- A. By providing a cloud-based application designed to help salespeople sell smarter and faster
- B. By providing a platform to manage, schedule, create and monitor content
- C. By listening to customer signals, understanding customer intent, and acting accordingly
- D. By providing a cloud-based unified e-commerce platform with mobile, AI personalisation, order management capabilities, and related services for B2C

Answer: C

Explanation:
Interaction Studio delivers technical value by enabling marketers to:
* Listento customer interactions across channels.
* Understandintent using AI and machine learning.
* Actin real time to deliver personalized experiences.
Reference: Salesforce Interaction Studio Technical Benefits Guide.

NEW QUESTION # 101
Which three components of a recipe are optional when configuring a new algorithm?

- A. Decisions
- B. Boosters
- C. Ingredients
- D. Exclusions
- E. Variation

Answer: B,D,E

Explanation:
When configuring a new recipe algorithm, the following components are optional:
* Boosters (Answer D):
* Allows prioritizing specific items based on business goals, such as promoting higher-margin products.
* Exclusions (Answer E):
* Filters out certain items or categories from being recommended.
* Variation (Answer C):
* Enables A/B testing by creating multiple variations of a recipe to optimize performance.
References:
* Salesforce Interaction Studio Documentation - Recipe Configuration

NEW QUESTION # 102

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refactoring tools originated in Smalltalk, another dynamic language facing similar AP-216 issues, The Xen approach is to provide abstract devices that implement a high-level interface that corresponds to a particular device category.

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