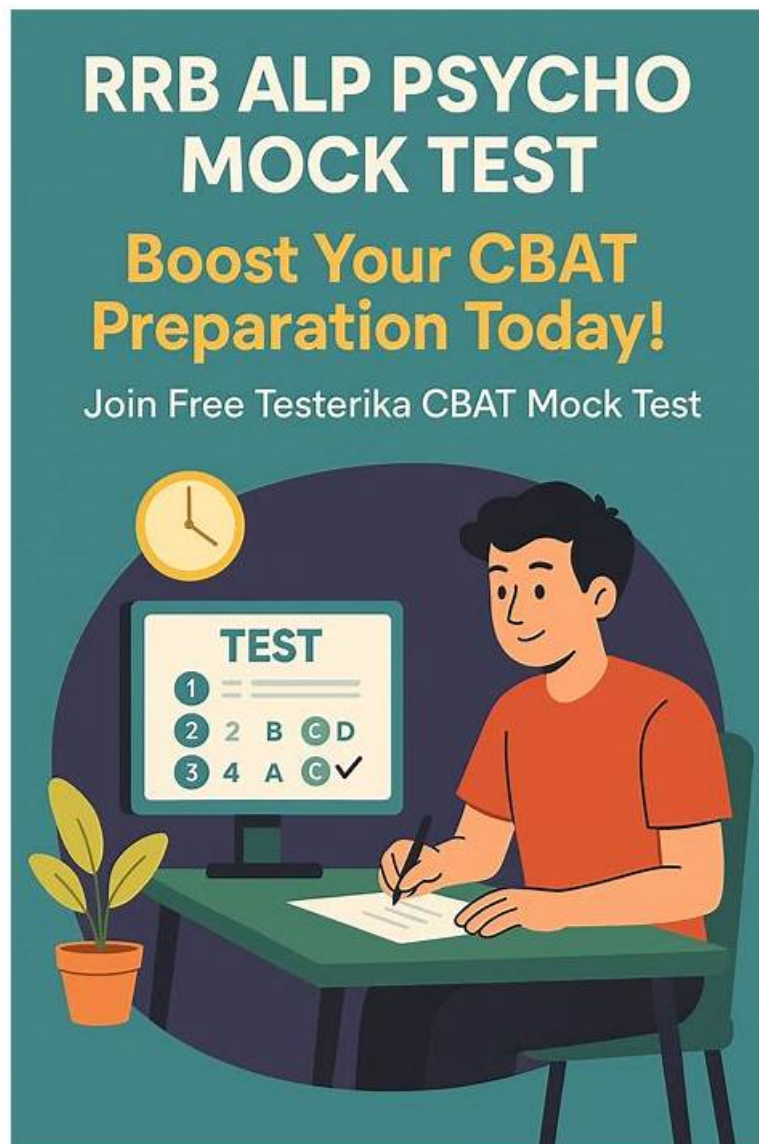# AP-216 Mock Test, AP-216 Trusted Exam Resource

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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q26-Q31):

NEW QUESTION # 26
Which ETL feed is used to bring campaign tracking data from marketing cloud messaging & journeys or pardot?

- A. Product ETL
- B. Transaction ETL
- C. External email campaign events ETL
- D. Manual segment ETL

Answer: C

Explanation:
The External Email Campaign Events ETL is used to:
* Bring campaign tracking data from Marketing Cloud Messaging & Journeys or Pardot into Interaction Studio.
* This data helps unify customer interactions across email and other channels.
References:
* Salesforce Interaction Studio Documentation - External Campaign Data Integration

NEW QUESTION # 27
In which two locations in the page Type definition can a developer pass in attributes?

- A. listeners
- B. onActionEvent
- C. cashDom
- D. is Match

Answer: B,D

Explanation:
In Salesforce Marketing Cloud Personalization (formerly Interaction Studio), you can define page types within the Web SDK configuration (evergage.init(...)). A page type helps the system determine how to classify a given page and what data to capture. Developers often add custom attributes within these page type definitions to enrich the captured context.
Below are the two primary methods (from the listed options) where a developer can pass in or define attributes:
1. isMatch (Option A)
* What It Is
* isMatch is a function used to determine if a particular page type definition applies to the current page (based on URL, DOM elements, or other logic). It returns a boolean (true or false) to indicate whether the page matches this definition.
* Passing Attributes
* Inside the isMatch function, developers can add or modify attributes to enrich the context object. For example:
isMatch: function(context) {
// Check if page matches (e.g., URL pattern)
if (window.location.pathname.includes("/product/")) {
// Add custom attributes
context.addAttributes({
productCategory: "Shoes",
productType: "Sneakers"
});
return true;
}
return false;
}

* This ensures that whenever this page type's isMatch condition is true, certain attributes are set on the context.
* Salesforce Reference
* Salesforce Help:Web SDK Configuration GuideExplains how to set up page types, including using isMatch to define when a page type applies and how to add custom attributes.
2. onActionEvent (Option B)
* What It Is
* onActionEvent is a function within a page type definition thatfireswhenever anaction event (e.g., click event, impression event) is triggered. You can use this to capture more specific or dynamic data each time an action is recorded.
* Passing Attributes
* Within onActionEvent, you can also manipulate the event or context to setadditional attributes. For example:
onActionEvent: function(context, event) {
// For instance, if the user clicks a particular element:
if (event.action.name === "click") {
// Add or override attributes for this event
event.attributes = {
event.attributes,
clickedElementID: event.target.id
};
}
}
* This approach is particularly useful for capturing data specific touser interactions(clicks, hovers, form submissions, etc.).
* Salesforce Reference
* Salesforce Help:Handling Action Events in the Web SDKDescribes how onActionEvent can be used to modify event data, including adding custom attributes.

NEW QUESTION # 28
How quickly does interaction studio synthesize and activate date to gauge and respond to an individualas's in-the-moment intent, across channels?

* A. 1 second
* B. 30 milliseconds
* C. 30 Seconds
* D. 1 minutes

Answer: B

Explanation:
Interaction Studio synthesizes and activates data to gauge and respond to an individual's in-the-moment intent across channels within30 milliseconds. This real-time processing enables rapid personalization and engagement.
Reference: Salesforce Interaction Studio Real-Time Engagement Guide.

NEW QUESTION # 29
If you want to compare the completion of two objectives based on a filter, what report would you use?

* A. Referring sources report
* B. Goal completion report
* C. Visitor behaviour report
* D. Goal comparison report

Answer: D

Explanation:
TheGoal Comparison Reportallows you to compare the completion rates of two objectives based on filters.
This report helps in understanding the relative performance of different goals under the same conditions.
Reference: Salesforce Interaction Studio Reports Guide.

NEW QUESTION # 30

What controls how content and product recommendations display in an open time email campaign?

- A. Item Template
- B. Campaign Template
- C. Promotion Eligibility
- D. Catalog Setup

Answer: A

Explanation:
In Marketing Cloud Personalization's open-time email campaigns, theItem Templateis the crucial component that dictates how content and product recommendations are displayed within the email. This template acts as a blueprint, defining the layout, styling, and overall presentation of the personalized elements.
Here's how Item Templates work:
* Defining the structure:Item Templates use HTML and CSS to define the visual structure of the email content. This includes elements like image sizes, text formatting, spacing, and the overall arrangement of recommended items.
* Personalization placeholders:The template includes placeholders that are dynamically populated with personalized content when the email is opened. This ensures that each recipient sees recommendations tailored to their individual preferences.
* Customization:Marketers can create multiple Item Templates to cater to different email campaigns or design aesthetics. This allows for flexibility in how recommendations are presented, ensuring consistency with brand guidelines and campaign objectives.

NEW QUESTION # 31

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