

# 2026 Efficient Exam Marketing-Cloud-Personalization Material | 100% Free Valid Marketing Cloud Personalization Accredited Professional Exam Torrent



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## Salesforce Marketing-Cloud-Personalization Exam Syllabus Topics:

| Section                          | Weight | Objectives                                                                                                                                                                                                                                                                                                                                                                           |
|----------------------------------|--------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Topic 1: Campaigns & Experiences | 28%    | <ul style="list-style-type: none"><li>- Set up A/B testing and multivariate testing</li><li>- Create and manage in-app and mobile experiences</li><li>- Configure personalization through decision logic</li><li>- Implement campaign triggers and targeting rules</li><li>- Use templates and creative assets</li><li>- Build and configure web campaigns and experiences</li></ul> |

|                                      |     |                                                                                                                                                                                                                                                                                                                                                                    |
|--------------------------------------|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Topic 2: Data Model & Configuration  | 20% | <ul style="list-style-type: none"> <li>- Implement event data collection and tracking</li> <li>- Manage dataset settings and configurations</li> <li>- Configure business logic elements (Objects, Attributes, Catalog)</li> <li>- Set up user profiles and visitor identification</li> <li>- Configure data ingestion methods (API, SDK, integrations)</li> </ul> |
| Topic 3: Audience Management         | 20% | <ul style="list-style-type: none"> <li>- Use affinity and behavioral data for targeting</li> <li>- Configure rules-based and predictive audiences</li> <li>- Create and use filters and audiences in campaigns</li> <li>- Build and manage segments and audiences</li> <li>- Implement real-time audience segmentation</li> </ul>                                  |
| Topic 4: Reporting & Analytics       | 13% | <ul style="list-style-type: none"> <li>- Use built-in dashboards and analytics tools</li> <li>- Analyze campaign effectiveness metrics</li> <li>- Configure conversion tracking</li> <li>- Interpret campaign performance reports</li> </ul>                                                                                                                       |
| Topic 5: Administration & Governance | 12% | <ul style="list-style-type: none"> <li>- Implement security and data privacy controls</li> <li>- Configure system settings and preferences</li> <li>- Manage API access and integrations</li> <li>- Manage user roles and permissions</li> </ul>                                                                                                                   |
| Topic 6: Product Overview            | 7%  | <ul style="list-style-type: none"> <li>- Identify use cases for Marketing Cloud Personalization</li> <li>- Describe how Marketing Cloud Personalization integrates with other Marketing Cloud products</li> <li>- Explain the core concepts and value of the platform</li> </ul>                                                                                   |

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## Salesforce Marketing Cloud Personalization Accredited Professional Exam Sample Questions (Q68-Q73):

### NEW QUESTION # 68

How are anonymous visitors tracked?

- A. The browser assigns a 3rd party cookie
- B. Marketing Cloud Personalization 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. Marketing Cloud Personalization assigns a unique alphanumeric identifier using a first-party cookie.

**Answer: D**

### NEW QUESTION # 69

A brand's website is seeing high traffic, but much of the behavior is anonymous. How does Marketing Cloud Personalization identities?

- A. Marketing cloud personalization constantly monitors identifying information, then uses deterministic matching to determine if two same identity
- B. marketing cloud Personalization uses third party software to match anonymous and known identities
- C. Marketing Cloud Personalization synchronizes anonymous and known profiles once a day based on online traffic and data from offline)
- B. Marketing cloud personalization uses probabilistic matching to determine if two or more profiles represent

the same identity

**Answer: A**

Explanation:

Marketing Cloud Personalization uses probabilistic matching techniques to unify anonymous and known identities.

- \* It evaluates behavioral patterns, device data, and other signals to determine if multiple profiles belong to the same user.
- \* Once sufficient data overlap is identified, profiles are merged for personalized interactions.

References:

- \* Salesforce Interaction Studio Documentation - Identity Matching

#### NEW QUESTION # 70

How does a marketer perform an A/B test in Web Campaigns?

- A. Create multiple web templates
- B. Create multiple events
- C. Create multiple experiences
- D. Create multiple web campaigns

**Answer: C**

#### NEW QUESTION # 71

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

- A. String
- B. String and integer
- C. Multistring
- D. String and Multistring

**Answer: D**

Explanation:

In the identity system of Interaction Studio, user attributes support the following data types:

- \* String:
  - \* Represents text-based data.
- \* Multistring:
  - \* Represents a collection of string values, such as tags or categories associated with a user.

References:

- \* Salesforce Interaction Studio Documentation - User Attributes

#### NEW QUESTION # 72

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

- A. Next best Action
- B. Data Aggregation
- C. Data Storage
- D. Orchestration

**Answer: A,D**

#### NEW QUESTION # 73

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