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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q76-Q81):

NEW QUESTION # 76

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

- A. Identity Feed
- **B. User Feed**
- C. Interaction Feed
- D. Catalog Feed

Answer: B

Explanation:

In Marketing Cloud Personalization, the User Feed is specifically designed to integrate external system data into user profiles by leveraging identity attributes. This allows businesses to enrich user profiles with valuable information from various sources, such as CRM systems, loyalty programs, or other marketing platforms.

Here's how the User Feed works:

* Identity resolution: The User Feed utilizes identity attributes, such as email addresses, customer IDs, or loyalty numbers, to match incoming data with existing user profiles in Marketing Cloud Personalization. This ensures that data is accurately associated with the correct individuals.

* Data enrichment: Once a match is found, the User Feed appends the incoming data to the user's profile.

This can include a wide range of attributes, such as demographics, purchase history, preferences, loyalty status, or any other relevant information from the external system.

* Enhanced personalization: By enriching user profiles with data from various sources, the User Feed enables more granular segmentation, targeted campaigns, and personalized recommendations. This leads to a more relevant and engaging customer experience.

NEW QUESTION # 77

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

- A. Promotion
- B. Einstein Decision
- **C. Catalog items**
- **D. Einstein recipes**

Answer: C,D

Explanation:

To display Einstein Product Recommendations via the Interaction Studio connection for Sales and Service Cloud:

* Einstein Recipes (Answer A):

* Configure recipes to determine the logic for recommendations.

* Catalog Items (Answer B):

* Define and synchronize catalog items (e.g., products or content) to ensure recommendations are accurate and aligned with available inventory.

References:

* Salesforce Einstein Documentation - Product Recommendations

* Interaction Studio Documentation - Einstein Integration

NEW QUESTION # 78

What is the standard mechanism Marketing Cloud Personalization uses to ingest data from the Marketing Cloud Personalization sFTP location?

- A. API
- B. Sitemap
- C. Automation Studio
- **D. ETL feeds**

Answer: D

Explanation:

Marketing Cloud Personalization uses ETL feeds (Extract, Transform, Load) to ingest data from the sFTP location. This mechanism ensures efficient and scheduled data processing into Interaction Studio.

Reference: Salesforce Interaction Studio Data Ingestion Documentation.

NEW QUESTION # 79

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

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

Answer: C

Explanation:

Einstein Content Recommendation is a global template in Interaction Studio that can be customized to provide dynamic and trending blog recommendations on the homepage.

Reference: Salesforce Interaction Studio Einstein Recommendations Guide.

NEW QUESTION # 80

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

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

Answer: A,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 # 81

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