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

NEW QUESTION # 26

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. API
- C. Salesforce data

- D. Date based

Answer: A

Explanation:

To enable thesegment join to Journey Builderfeature in Interaction Studio:

* TheAudience entry source event typemust be configured.

* This allows segments created in Interaction Studio to be synchronized with Journey Builder, triggering journeys based on segment membership.

References:

* Salesforce Interaction Studio Documentation - Journey Integration

NEW QUESTION # 27

What qualifies a web vistor to see any experience of a Web Campaign?

- A. Einstein Recipe Ingredients
- **B. Campaign Targeting Rules**
- C. Email Campaign Rules
- D. Einstein Next Best Action

Answer: B

Explanation:

In Marketing Cloud Personalization,Campaign Targeting Rulesare the key determinants of whether a web visitor qualifies to see a specific experience within a web campaign. These rules act as filters, evaluating visitor attributes, behavior, and context to decide which experience, if any, should be displayed.

Here's how Campaign Targeting Rules work:

* Defining criteria:Marketers define specific criteria or conditions within the campaign setup. These criteria can include user attributes (demographics, location, loyalty status), behavioral data (past purchases, browsing history), or real-time context (device type, time of day).

* Evaluating visitors:When a visitor arrives on the website, Marketing Cloud Personalization evaluates their profile and behavior against the defined targeting rules.

* Delivering experiences:If a visitor meets the criteria of a specific rule, they are eligible to see the corresponding experience within the campaign. This could involve personalized content, targeted offers, or customized recommendations.

NEW QUESTION # 28

What are Marketing Cloud Personalization's machine learning powered algorithms called?

- **A. Einstein Recipes**
- B. Data Science Workbench
- C. Einstein Decisions
- D. Machine Learning Tools

Answer: A

Explanation:

Marketing Cloud Personalization'smachine learning-powered algorithmsare referred to asEinstein Recipes.

* They enable personalized recommendations and decisions by combining machine learning models with business logic.

* Marketers can customize these recipes to optimize recommendations based on specific use cases.

References:

* Salesforce Interaction Studio Documentation - Einstein Recipes

NEW QUESTION # 29

A brand's website is seeing high traffic but much of the behaviour is anonymous. How does IS unify anonymous identities?

- A. IS users third party software to match anonymous and knows identifies
- B. IS constantly monitors identifying information then user determines matching to determine if two or more profiles identify
- **C. IS uses probability matching to determine if two or more profiles represent for user identity**

- D. IS synchronise anonymous and knows profiles once a day based on online traffic and data offer sources

Answer: C

Explanation:

- * Employing probabilistic matching algorithms to evaluate whether multiple anonymous profiles belong to the same user.
- * Merging profiles when sufficient data overlap or identifying information becomes available, allowing for a seamless personalized experience.

References:

- * Salesforce Interaction Studio Documentation - Profile Unification

NEW QUESTION # 30

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

- A. 300 total between filters and goals
- B. 25 filters and 25 goals
- C. Unlimited
- **D. 64 total for both filters and goals**

Answer: D

Explanation:

- * Interaction Studio allows you to define a maximum of 64 global filters and goals combined per dataset.
- * These filters and goals help refine data views and track performance based on specific criteria or objectives.

References:

- * Salesforce Interaction Studio Documentation - Filters and Goals Limits

NEW QUESTION # 31

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