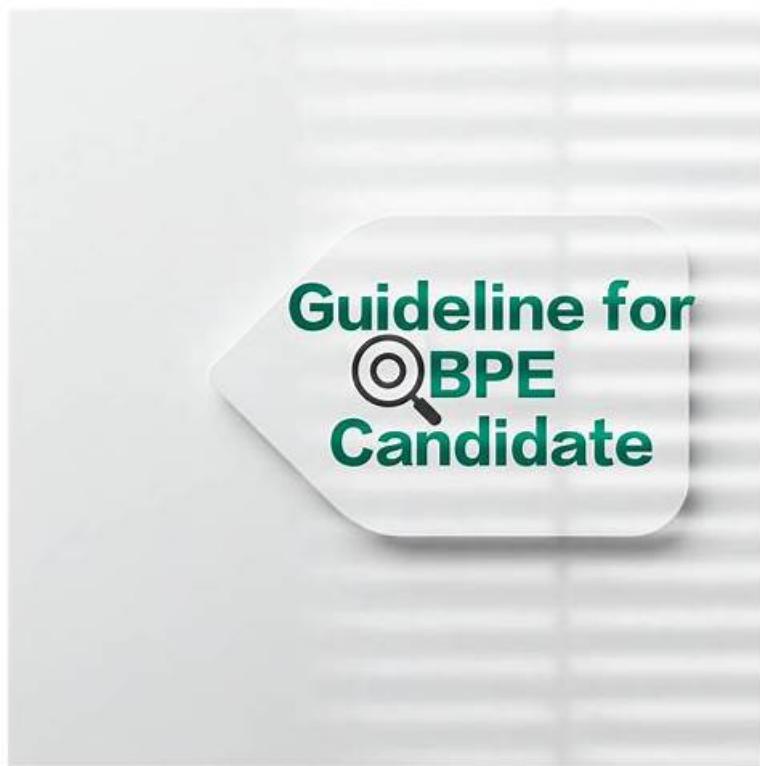


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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q55-Q60):

NEW QUESTION # 55

How many days after the date of upload will files be deleted from the SFTP?

- A. 60 days
- B. 30 days
- C. 90 days
- D. 180 days

Answer: B

Explanation:

Salesforce Marketing Cloud's SFTP (Simple File Transfer Protocol) is designed to securely transfer files between your system and Marketing Cloud. To optimize storage and security, files are retained for a specific period.

According to Salesforce documentation, files uploaded via SFTP are typically deleted after 30 days. This retention period is a standard setting and may vary based on specific configurations or agreements with Salesforce.

To confirm the exact retention period for your organization, it's recommended to:

* Consult with your Salesforce Administrator: They can provide specific details about your organization's SFTP configuration and retention policies.

* Review Salesforce Documentation: Refer to the official Salesforce Marketing Cloud documentation for the most up-to-date information on file retention policies and best practices.

By understanding the file retention policy, you can effectively manage your file transfers and ensure that your data is securely stored and accessed within the specified timeframe.

NEW QUESTION # 56

Which data feed integrates purchase data into a profile in interaction studio?

- A. Catalog feed
- B. Interaction feed
- C. Conversion feed
- D. **Transaction feed**

Answer: D

Explanation:

The Transaction Feed integrates purchase data into a user's profile in Interaction Studio, enabling personalization and campaign optimization based on purchase behavior.

References:

* Salesforce Interaction Studio Documentation - Transaction Data Integration

NEW QUESTION # 57

How does a developer share web templates from one dataset to another?

- A. Deployment manager
- B. **Download to zip file, upload zip file**
- C. Copy
- D. Clone

Answer: B

Explanation:

Downloading and Uploading Web Templates: To share web templates across datasets, developers must download the templates as a ZIP file and upload them into the target dataset manually.

Steps to Share Templates:

- * Open the Web Studio or Web Templates section in SFMC.
- * Select the desired template and download it as a ZIP file.
- * Go to the target dataset and upload the ZIP file.
- * Validate the template and adjust configurations as needed.

References:

* Salesforce Marketing Cloud: Exporting and Importing Web Templates.

* Official SFMC Web Studio Documentation.

NEW QUESTION # 58

The sitemap provides the functionality that enables IS to identify which three items?

- A. content zones
- B. attributes
- C. Templates

- D. Page types
- E. campaign

Answer: A,B,D

Explanation:

A sitemap in Interaction Studio enables IS to identify key components on a website for personalization purposes, including:

* Page Types (Answer A):

* Classifies different types of pages (e.g., product pages, category pages).

* Content Zones (Answer B):

* Defines areas of the webpage where personalized content can be displayed.

* Attributes (Answer C):

* Captures metadata about pages and elements, such as product details or user behavior.

References:

* Salesforce Interaction Studio Documentation - Sitemaps

NEW QUESTION # 59

Which global template do you select and customize to provide product recommendations on the homepage?

- A. Einstein Content Recommendations
- B. Einstein Product Recommendations
- C. InfoBar with CTA
- D. Banner with CTA

Answer: B

Explanation:

The Einstein Product Recommendations global template is selected and customized to provide product recommendations on the homepage.

* It is pre-configured to display dynamic product suggestions based on user behavior and preferences.

References:

* Salesforce Marketing Cloud Documentation - Product Recommendation Templates

NEW QUESTION # 60

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