


# AP-216 Cert, AP-216 Exam Format

 <b>The AP Calculus BC Exam</b>	
<b>Date:</b> _____ , _____ @ _____	
<b>Section I, Part A – 55 Minutes</b> <ul style="list-style-type: none"><li>•Multiple Choice (28 Questions)</li><li>•Non-Calculator</li></ul>	<b>~2 minutes per question AVERAGE</b>
<b>Section I, Part B – 50 Minutes</b> <ul style="list-style-type: none"><li>•Multiple Choice (17 Questions)</li><li>•Calculator</li></ul>	<b>~2 minutes and 56 seconds per question AVERAGE</b>
<b>Section II, Part A – 30 Minutes</b> <ul style="list-style-type: none"><li>•Free Response (2 Questions)</li><li>•Calculator</li></ul>	<b>15 minutes per question AVERAGE</b>
<b>Section II, Part B – 60 Minutes</b> <ul style="list-style-type: none"><li>•Free Response (4 Questions)</li><li>•Non-Calculator</li></ul>	<b>15 minutes per question AVERAGE</b>

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## Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q67-Q72):

### NEW QUESTION # 67

How are anonymous visitors tracked?

- A. Interaction studio assigns a unique alphanumeric identifier using a 3rd party cookie
- B. The customer must assign a unique alphanumeric identifier using a first-party cookie
- **C. Interaction studio assigns a unique alphanumeric identifier using a first-party cookie**
- D. The browser assigns a 3rd party cookie

**Answer: C**

Explanation:

Interaction Studio tracks anonymous visitors by:

\* Assigning a unique identifier via a first-party cookie.

\* This cookie ensures compliance with privacy standards and allows tracking across sessions for personalization without identifying personally identifiable information (PII).

References:

\* Salesforce Interaction Studio Documentation - Visitor Tracking

### NEW QUESTION # 68

What are the three ways segments are used in Interaction studio?

- A. Targeting for campaigns
- B. Recommending products
- C. Analytics, trends and engagement
- D. Set goals and filters
- E. Creation related lists within salesforce CRM

**Answer: A,C,D**

Explanation:

Segments in Interaction Studio are used for:

\* Set Goals and Filters (Answer A):

\* Use segments to define audience-specific goals and refine data views.

\* Targeting for Campaigns (Answer B):

\* Segments help target specific user groups in campaigns to deliver personalized content.

\* Analytics, Trends, and Engagement (Answer D):

\* Analyze segment-level trends and behaviors to inform decision-making.

References:

\* Salesforce Interaction Studio Documentation - Segment Usage

### NEW QUESTION # 69

Which campaign type needs to be configured to set up the Marketing Cloud Personalization Connector for Sales and Service Clouds?

- A. Email Campaign
- B. Web Campaign
- C. Mobile Campaign
- D. Server-Side Campaign

**Answer: D**

Explanation:

To set up the Marketing Cloud Personalization Connector for Sales and Service Clouds, configure a Server-Side Campaign.

\* This campaign type ensures data and recommendations are delivered directly to the Sales or Service Cloud via server-side integration.

References:

\* Salesforce Marketing Cloud Documentation - Connector Configuration

### NEW QUESTION # 70

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

- A. campaign
- B. content zones
- C. Templates
- D. Page types
- E. attributes

**Answer: B,D,E**

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 # 71

In the user interface, what is the visual representation of the data about a single visitor including preferences and affinities?

- A. Single Source of Truth
- B. Unified view of customer
- C. Unified customer profile
- D. Single view of customer

**Answer: C**

Explanation:

The Unified Customer Profile visually represents data about a single visitor, including preferences, affinities, and behaviors. It provides a comprehensive view of the customer's interactions across channels.

Reference: Salesforce Interaction Studio User Profile Documentation.

### NEW QUESTION # 72

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