

AP-216 Cert, AP-216 Exam Format

The AP Calculus BC Exam

Date: _____, _____ @ _____

Section I, Part A – 55 Minutes •Multiple Choice (28 Questions) •Non-Calculator	~2 minutes per question AVERAGE
Section I, Part B – 50 Minutes •Multiple Choice (17 Questions) •Calculator	~2 minutes and 56 seconds per question AVERAGE
Section II, Part A – 30 Minutes •Free Response (2 Questions) •Calculator	15 minutes per question AVERAGE
Section II, Part B – 60 Minutes •Free Response (4 Questions) •Non-Calculator	15 minutes per question AVERAGE

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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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