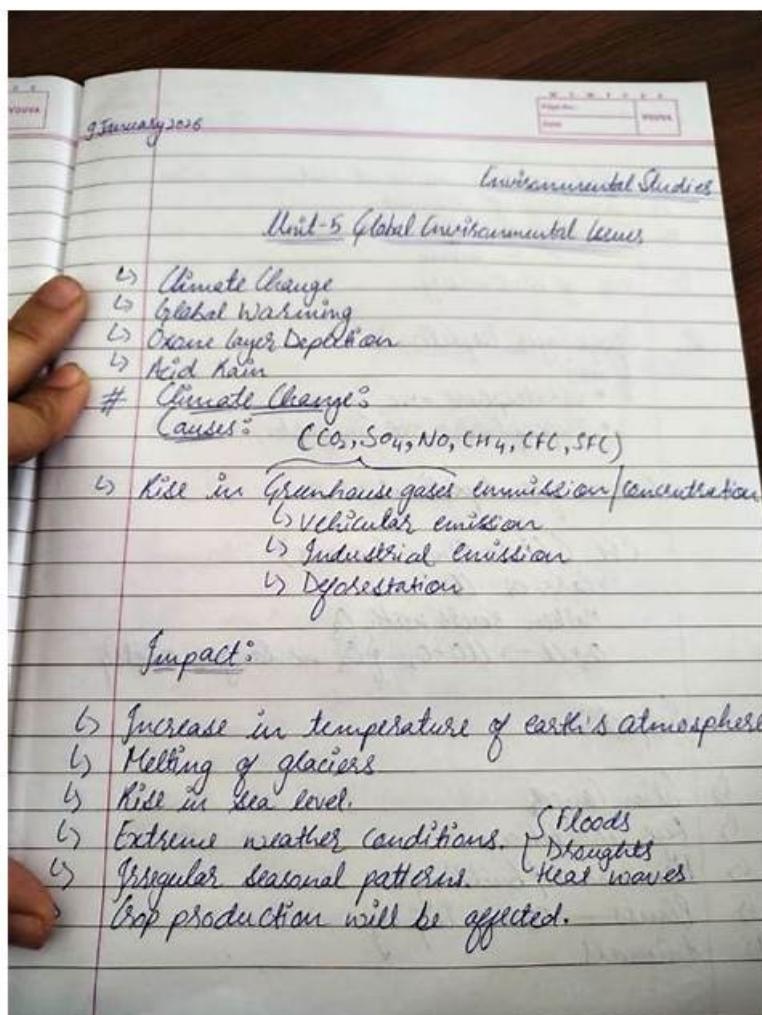


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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q86-Q91):

NEW QUESTION # 86

How often does interaction studio poll the sftp for new files for ingestion?

- A. Daily
- B. Immediately
- C. Every 15 minutes
- D. Hourly

Answer: C

Explanation:

Interaction Studio checks the designated SFTP server every 15 minutes for new files to ingest. This ensures relatively up-to-date data is available for personalization and other functionalities within the platform.

NEW QUESTION # 87

Which campaign type needs to be configured to setup the interaction studio connector for sales and service clouds?

- A. Web campaign
- B. Email campaign
- C. Mobile campaign
- D. Server-side campaign

Answer: D

NEW QUESTION # 88

What are three ways segments are used in marketing cloud personalization?

- A. Targeting for campaigns
- B. Creating related lists within Salesforce CRM
- C. Set goal and filtersb)
- D. Analytics, trends and engagement
- E. Recommending products

Answer: A,D,E

Explanation:

* Recommending Products: Segments enable personalized recommendations based on user behavior and preferences.
* Targeting for Campaigns: Segments define audiences for specific campaigns, ensuring relevance and higher engagement.
* Analytics, Trends, and Engagement: Segments provide insights into user behavior, enabling trend analysis and engagement tracking.

NEW QUESTION # 89

What is the maximum number of user attributes you can setup per dataset?

- A. 0
- B. 1
- C. 2
- D. 3

Answer: D

NEW QUESTION # 90

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

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

Answer: D

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 # 91

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