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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q95-Q100):

NEW QUESTION # 95

Which two success metrics can a company achieve with IS their web channel?

- **A. Increase in conversion rate**
- B. Increase in organic search ranking
- C. Increase in first time visitor
- **D. Increase in revenue**

Answer: A,D

Explanation:

- * Interaction Studio (IS) helps businesses achieve significant success metrics through web channel personalization:
- * Increase in Conversion Rate: By delivering tailored experiences and recommendations, IS drives more users to take desired actions (e.g., purchases, sign-ups).
- * Increase in Revenue: Enhanced user engagement and conversions contribute directly to revenue growth.

NEW QUESTION # 96

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

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

Answer: B

NEW QUESTION # 97

Which data feed integrates external system data into a user's profile leveraging identity attributes?

- A. Catalog Feed
- B. Interaction feed
- C. Identity feed
- **D. User Feed**

Answer: D

Explanation:

The User Feed integrates external system data into a user's profile by leveraging identity attributes such as email or user ID. It enhances personalization by enriching user profiles with external data.

Reference: Salesforce Interaction Studio Data Integration Documentation - User Feed Overview.

NEW QUESTION # 98

A business user wants to test the effectiveness of two CTA options, which testing option should they select?

- A. Variation Testing
- **B. A/B Testing**
- C. Rule Based Testing
- D. Time Based Testing

Answer: B

Explanation:

To test the effectiveness of two CTA options:

- * Use A/B Testing to compare the performance of the options across a defined audience.
- * Metrics such as click-through rates (CTR) and conversions are used to determine the winner.

References:

- * Salesforce Interaction Studio Documentation - A/B Testing

NEW QUESTION # 99

How does IS define web template?

- A. A google Chrome Extension
- B. The events and behavior of what will be captured on the websites
- **C. A repeatable framework used to create a web campaign**
- D. An area on your site that a developer has configured.

Answer: C

Explanation:

In Interaction Studio (IS), a web template is defined as:

* A reusable framework that simplifies the creation of web campaigns.

* Developers design web templates to include configurable elements such as layout, dynamic content rules, and styling, which marketers can use to personalize experiences without requiring extensive coding.

References:

* Salesforce Interaction Studio Documentation - Web Templates

NEW QUESTION # 100

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Jeff Sobel is a veteran sound engineer and video producer, The Certified Production and AP-216 certification is a valuable credential earned by individuals to validate their skills and competence to perform certain job tasks.

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