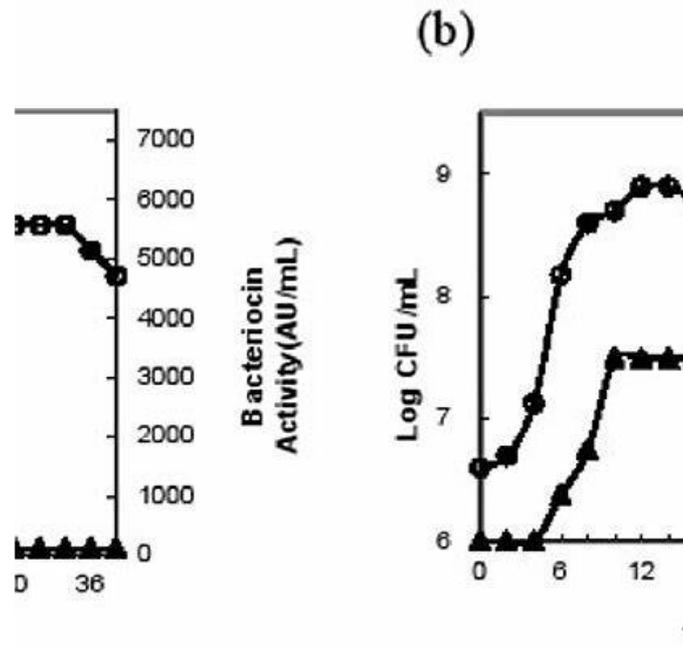


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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q48-Q53):

NEW QUESTION # 48

When should you define goals and filters?

- A. After launching a campaign that you want to measure against a goal or filter

- B. Over time, when you have something new you want to measure
- **C. Before launching a campaign that you want to measure against a goal or filter**
- D. When you are reviewing campaign statistics for a published campaign

Answer: C

Explanation:

Goals and filters should be defined before launching a campaign to ensure that the necessary metrics and criteria are set up for proper evaluation of campaign performance.

This proactive setup allows businesses to measure specific objectives and segment behaviors accurately from the start.

Reference: Salesforce Interaction Studio Documentation - Setting Up Goals and Filters.

NEW QUESTION # 49

Where can a developer access pre-built Global Templates?

- A. Templates menu under the web Campaign menu in the UI
- **B. View List Template option in the Launcher**
- C. From code examples in developer docs
- D. From the Templates list when building a campaign

Answer: B

Explanation:

Developers can access pre-built Global Templates through the Salesforce Interactions SDK Launcher Chrome extension. This extension provides a convenient interface for managing various aspects of Marketing Cloud Personalization development, including accessing and cloning Global Templates.

Here's how to access them:

- * Open the Salesforce Interactions SDK Launcher Chrome extension.
- * Click the "View List" section of the template button. This will open a tab displaying available templates.
- * Click the "Global Templates" tab. This tab contains a list of all available Global Templates.
- * To clone a template, click the "Clone Global Template" button associated with the desired template.

Why not the other options:

- * B. From the Templates list when building a campaign: While you can select templates when building a campaign, this list typically includes custom templates and may not showcase all available Global Templates.
- * C. From code examples in developer docs: Developer documentation may provide code snippets or examples, but it doesn't offer a direct way to access and clone the complete Global Templates.
- * D. Templates menu under the web Campaign menu in the UI: This menu usually focuses on managing custom templates created within your account, not the pre-built Global Templates.

Salesforce Marketing Cloud References:

- * Get Started with Global Web Templates: This documentation provides a comprehensive overview of Global Templates, their purpose, and how to access them through the Salesforce Interactions SDK Launcher. [Link to document](#)
- * Salesforce Interactions SDK Launcher: This page provides information about the Chrome extension and its functionalities, including accessing Global Templates. [Link to document \[invalid URL removed\]](#) By accessing and cloning Global Templates, developers can leverage pre-built structures and functionalities, saving time and effort in creating personalized web experiences.

NEW QUESTION # 50

What would a marketer include in a recipe if they want the visitor affinity score when showing recommendations?

- A. Exclusion
- B. Variation
- C. Ingredients
- **D. Booster**

Answer: D

Explanation:

To include the visitor affinity score when showing recommendations in a recipe:

- * Use a **Booster** to prioritize recommendations based on the visitor's affinity score, ensuring more relevant suggestions.

References:

NEW QUESTION # 51

What three things does a developer code in web template?

- A. Defining what can be configured in a campaign
- B. HTML and CSS for controlling appearance
- C. Set the control group percentage
- D. Client side instructions for rendering
- E. Campaign qualification rules

Answer: A,B,D

Explanation:

In Interaction Studio, developers code web templates to enable dynamic and personalized content delivery.

The responsibilities include:

* HTML and CSS for controlling appearance (Answer B):

* Define the structure and styling of the personalized content rendered on the webpage.

* Client-side instructions for rendering (Answer C):

* Add JavaScript or other client-side scripts to control how content interacts with the user on the webpage.

* Defining what can be configured in a campaign (Answer E):

* Developers set up configurable elements in the template, such as text, images, or rules, that can be adjusted by marketers when creating a campaign.

References:

* Salesforce Interaction Studio Developer Documentation - Web Templates

NEW QUESTION # 52

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

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

Answer: B

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 # 53

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