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Salesforce Marketing Cloud Personalization Accredited Professional Exam

Sample Questions (Q52-Q57):

NEW QUESTION # 52

What are two ways to populate the interaction studio catalog? [check]

- A. ETL Feed
- B. Third-party integration
- C. Email pixel
- D. Web sdk

Answer: A,D

NEW QUESTION # 53

Which global templates do you select and customize to provide trending blog recommendations on the homepage?

- A. Einstein content recommendation
- B. Infobar with CTA
- C. Banner with CTA
- D. Einstein product recommendation

Answer: A

NEW QUESTION # 54

When does site mapping happen during the implementation process?

- A. At the beginning of the build phase since it is the basis for the rest of the implementation
- B. At the end after everything is defined in the system
- C. In the middle after certain components like the catalog have been populated
- D. It can happen at any point since it is unrelated to the rest of the implementation

Answer: A

Explanation:

Site mappings conducted at the start of the build phase because:

* It establishes the foundation for the rest of the implementation.

* It identifies critical elements such as page types, content zones, and data capture points, which influence all subsequent configurations.

References:

* Salesforce Interaction Studio Documentation - Site Mapping Guidelines

NEW QUESTION # 55

What is the salesforce point of view for end to end flow of data for real-time personalization within interaction studio?

- A. Profile, insight, understand, act, analyse
- B. Data-in, understand, engage, data-out, analyse
- C. Identify, understand, decide, act, analyse
- D. Know, understand, personalise, engage, analyse

Answer: C

Explanation:

The Salesforce point of view for real-time personalization within Interaction Studio focuses on:

Identify:

Capturing user data and behavior from various touchpoints.

Understand:

Analyzing collected data to derive insights about preferences, interests, and intent.

Decide:

Using machine learning and AI to determine the most relevant personalization actions.

Act:

Delivering personalized content or experiences in real-time.

Analyse:

Monitoring and evaluating campaign performance to optimize outcomes.

References:

Salesforce Interaction Studio Documentation - Real-Time Personalization Flow

NEW QUESTION # 56

What two features of interaction studio have functionality to perform an A/B testing?

- A. Segments
- **B. Templates**
- C. Recipes
- **D. Campaigns**

Answer: B,D

Explanation:

Interaction Studio (now branded as Marketing Cloud Personalization) supports A/B testing through specific features. Below is a detailed breakdown:

1. Campaigns

* Campaigns in Interaction Studio are the central component for personalizing experiences and are inherently designed to support A/B testing. You can test different campaign variations (content, offers, or design) to understand what resonates best with your audience.

* How to perform A/B Testing in Campaigns:

* Navigate to the Campaigns tab within Interaction Studio.

* Create or select a campaign you wish to test.

* Define multiple variants (A, B, etc.) by tweaking the content, layout, or rules for each.

* Set up test parameters such as traffic distribution (e.g., 50% audience for A, 50% for B).

* Launch the campaign and monitor performance through reports/metrics like click-through rate (CTR) and conversions.

* Documentation Reference: Salesforce Documentation on Campaigns.

2. Templates

* Templates are pre-defined content structures in Interaction Studio used for personalized experiences.

These templates also support A/B testing, allowing marketers to assess variations in presentation, design, or content to maximize impact.

* How to perform A/B Testing in Templates:

* Select or create a new template under the Templates section.

* Customize template versions for A/B testing (e.g., variation in banners, headlines, or product placements).

* Pair templates with a campaign to distribute the audience for testing.

* Analyze test results and iterate based on performance metrics.

* Documentation Reference: Salesforce Documentation on Templates.

Why Other Options Are Not Correct:

* C. Segments:

* Segments are used to define audience groups for targeting but do not inherently support A/B testing functionality. Segments are more about grouping audiences based on behaviors, demographics, or attributes rather than testing variations.

NEW QUESTION # 57

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