

# Valid Test Marketing-Cloud-Personalization Tips | Practice Marketing-Cloud-Personalization Exams



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Earning the Marketing Cloud Personalization Accredited Professional certification demonstrates that the professional has the knowledge and skills required to effectively use Salesforce Marketing Cloud to deliver personalized marketing experiences to customers. Marketing Cloud Personalization Accredited Professional Exam certification is ideal for marketing professionals, digital marketers, and Salesforce administrators who want to advance their career and gain a competitive edge in the job market. By earning this certification, professionals can showcase their expertise and demonstrate their commitment to delivering exceptional marketing experiences to customers.

Salesforce Marketing-Cloud-Personalization Certification Exam consists of 60 multiple-choice questions, and candidates have 90 minutes to complete the exam. Marketing-Cloud-Personalization exam covers topics such as personalization strategies, data management, segmentation, email marketing, and automation. To become a Salesforce Marketing-Cloud-Personalization accredited professional, candidates need to score at least 63% on the exam.

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## Salesforce Marketing Cloud Personalization Accredited Professional Exam Sample Questions (Q10-Q15):

### NEW QUESTION # 10

What qualifies a web visitor to see any experience of a web campaign?

- A. Campaign tracking rules
- B. Einstein Next Best Action
- C. Einstein Recipe Ingredients
- D. Email campaign rules

**Answer: C**

#### NEW QUESTION # 11

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

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

**Answer: A**

#### NEW QUESTION # 12

How does IS define web template?

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

**Answer: A**

#### NEW QUESTION # 13

What are the three ways segments are used in Interaction studio?

- A. Targeting for campaigns
- B. Recommending products
- C. Set goals and filters
- D. Creation related lists within salesforce CRM
- E. Analytics, trends and engagement

**Answer: A,C,E**

#### NEW QUESTION # 14

During discovery, a solution architect works with a customer to define which three things before a developer implements the sitemap?

- A. Datasets
- B. ETL Feeds
- C. Site Architecture
- D. Site Catalog
- E. Attribute Model

**Answer: C,D,E**

Explanation:

Before implementing the Sitemap, a solution architect and customer should define:

- \* Site Architecture (Answer B):
- \* Understand the structure of the website, including page types and navigation.
- \* Attribute Model (Answer D):
- \* Define how data attributes (e.g., user behaviors, preferences) will be used for personalization.

- [illegible]

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