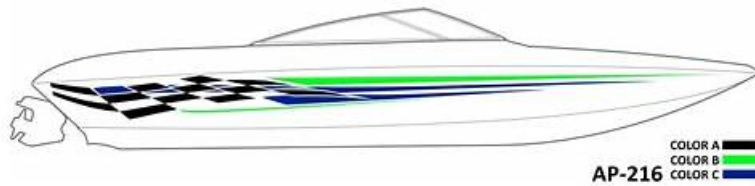


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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q65-Q70):

NEW QUESTION # 65

What is the rule criteria that you can use in the segment creation process?

- A. Dimensions
- B. Actions
- C. Social mentions
- D. Email click throughs

Answer: A

Explanation:

Dimensions are the fundamental building blocks for creating segments in Salesforce Marketing Cloud.

They represent various attributes of your contacts, such as:

- * Demographic Information: Age, gender, location, income level, etc.
- * Behavioral Data: Purchase history, website visits, email engagement, etc.
- * Engagement Data: Email opens, clicks, bounces, etc.
- * Custom Attributes: Any custom fields you've added to your contact records.

By combining these dimensions, you can create highly targeted segments that align with your specific marketing goals. For example, you might create a segment of customers who are:

- * Located in a specific geographic region
- * Have made purchases in the past year
- * Have opened your recent email campaigns

Using dimensions to define your segment criteria allows you to precisely target your audience and deliver personalized marketing messages.

NEW QUESTION # 66

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

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

Answer: C

Explanation:

Einstein Content Recommendation is a global template in Interaction Studio that can be customized to provide dynamic and trending blog recommendations on the homepage.

Reference: Salesforce Interaction Studio Einstein Recommendations Guide.

NEW QUESTION # 67

Which three components of a server side campaign can be defined by a business user?

- A. Campaign rendering
- **B. User attributes**
- **C. Experience rules**
- **D. Promoted content**
- E. Campaign responses

Answer: B,C,D

Explanation:

In a server-side campaign within Interaction Studio, business users can define:

* Promoted Content (Answer C):

* Content that should be prioritized or highlighted in recommendations or experiences.

* Experience Rules (Answer D):

* Rules governing the personalization logic, such as conditions for content display or user targeting.

* User Attributes (Answer E):

* Attributes that define user characteristics, enabling personalized interactions based on user profiles.

References:

* Salesforce Interaction Studio Documentation - Campaign Management

NEW QUESTION # 68

A customer receives emails from her favorite brand that are not personalized to her interest. What Marketing Cloud Personalization feature will help improve this customer's experience?

- A. A/B testing
- B. Surveys
- **C. Open time email**
- D. Rule-based targeting

Answer: C

Explanation:

Rule-based targeting in Marketing Cloud Personalization allows marketers to define specific criteria or rules that determine which content or experiences are delivered to individual customers. This enables a higher level of personalization compared to sending generic email blasts.

Here's how rule-based targeting can improve the customer's experience:

* Personalized content: By setting rules based on customer attributes, behavior, or preferences, marketers can ensure that emails contain relevant content that aligns with the customer's interests. This could include product recommendations, targeted promotions, or content related to their past interactions.

* Segmentation: Rule-based targeting allows for the creation of dynamic segments based on various criteria. This ensures that customers receive emails tailored to their specific needs and preferences, rather than generic messages intended for a broad audience.

* Improved engagement: When emails are personalized and relevant, customers are more likely to engage with them, leading to higher open rates, click-through rates, and conversions. This fosters a stronger customer relationship and increases the effectiveness of email marketing campaigns.

Why not the other options:

- * B. Open time email: Open time email optimizes email send times based on when a customer is most likely to open them. While this can improve deliverability, it doesn't directly address the issue of personalization.
- * C. Surveys: Surveys can collect valuable customer feedback but don't directly personalize email content.
- * D. A/B testing: A/B testing compares different versions of an email to see which performs better. While useful for optimization, it doesn't inherently guarantee personalized content.

Salesforce Marketing Cloud References:

- * Create and Manage Rules: This documentation explains how to create and manage rules in Marketing Cloud Personalization, which form the basis of rule-based targeting. Link to document [invalid URL removed]
- * Targeted Emails: This resource provides information on how to create targeted email campaigns using rule-based personalization. Link to document [invalid URL removed] By implementing rule-based targeting, marketers can ensure that emails are personalized to each customer's interests, leading to a more engaging and satisfying experience.

NEW QUESTION # 69

When using B2B Detect, which two options are valid account origins?

- A. Account Domain
- B. IP address
- C. Customer date of birth
- D. Time of day

Answer: A,B

Explanation:

IP Address: B2B Detect can identify accounts based on the visitor's IP address, often linked to a business network.

Account Domain: It can also determine accounts by analyzing email domains or browsing activity linked to a company's domain.

Reference: Salesforce Interaction Studio B2B Detect Configuration Guide.

NEW QUESTION # 70

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