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## **Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q80-Q85):**

**NEW QUESTION # 80**

What controls how content and product recommendations display in an open time email campaign?

- A. Promotion Eligibility
- B. Catalog Setup
- C. Campaign Template
- **D. Item Template**

**Answer: D**

Explanation:

In Marketing Cloud Personalization's open-time email campaigns, the Item Template is the crucial component that dictates how content and product recommendations are displayed within the email. This template acts as a blueprint, defining the layout, styling, and overall presentation of the personalized elements.

Here's how Item Templates work:

- \* **Defining the structure:** Item Templates use HTML and CSS to define the visual structure of the email content. This includes elements like image sizes, text formatting, spacing, and the overall arrangement of recommended items.
- \* **Personalization placeholders:** The template includes placeholders that are dynamically populated with personalized content when the email is opened. This ensures that each recipient sees recommendations tailored to their individual preferences.
- \* **Customization:** Marketers can create multiple Item Templates to cater to different email campaigns or design aesthetics. This allows for flexibility in how recommendations are presented, ensuring consistency with brand guidelines and campaign objectives.

### NEW QUESTION # 81

What would a marketer include in a Recipe if they don't want to display recommendations for products priced less than \$15?

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

**Answer: B**

Explanation:

To prevent recommendations for products priced under \$15 in a Marketing Cloud Personalization recipe, marketers should utilize the Exclusion ingredient. This powerful feature allows for fine-grained control over recommendations by specifying criteria that disqualify certain items from being suggested.

Here's how the Exclusion ingredient works:

- \* **Defining exclusion criteria:** Within the recipe, marketers can define specific criteria that exclude products from the recommendation set. In this case, the exclusion criterion would be "price less than \$15."
- \* **Filtering recommendations:** When the recipe generates recommendations, the Exclusion ingredient filters out any products that meet the defined criteria. This ensures that only products priced \$15 or higher are included in the final recommendations.
- \* **Flexibility:** Exclusions can be based on various product attributes or dimensions, providing flexibility in tailoring recommendations. This allows marketers to create highly targeted recommendations that align with campaign goals and customer preferences.

### NEW QUESTION # 82

What is the interaction studio terminology for the collection of products and content as well as related categories and tags - such as brand, gender, style, keyword and author?

- A. Directory
- B. Dimensions
- C. Channel
- **D. Catalog**

**Answer: D**

Explanation:

In Interaction Studio, a Catalog refers to the collection of products, content, and associated metadata, such as categories, tags, brands, genders, styles, keywords, and authors. This comprehensive catalog serves as the foundation for personalized experiences, enabling you to deliver relevant recommendations, offers, and content to your customers.

By effectively managing your catalog, you can:

- \* Enhance Personalization: Deliver tailored experiences based on customer preferences and browsing history.
- \* Improve Search Relevance: Optimize search results to help customers find what they're looking for quickly.
- \* Facilitate Cross-Selling and Upselling: Recommend complementary products and services.
- \* Enable Dynamic Content: Display relevant content and offers based on visitor behavior.

By leveraging the power of your catalog, you can create more engaging and effective digital experiences.

### NEW QUESTION # 83

What interaction studio component contains experiences and messages you design to personalize the interaction a visitor has with your channels?

- A. Audiences
- B. Templates
- C. Campaigns
- D. Recipes

**Answer: C**

Explanation:

In Interaction Studio, Campaigns are the components that:

- \* Contain the experiences and messages designed to personalize interactions.
- \* Campaigns define how content is delivered, where it appears, and to whom it is targeted based on personalization rules.

References:

- \* Salesforce Interaction Studio Documentation - Campaigns

### NEW QUESTION # 84

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

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

**Answer: A**

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 # 85

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