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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q76-Q81):

NEW QUESTION # 76

A business user wants to test the effectiveness of two CTA options, which testing option should the select?

- A. Time Based Testing
- B. Variation Testing

- C. Rule Based Testing
- D. A/B Testing

Answer: D

Explanation:

To test the effectiveness of two CTA options:

- * Use A/B Testing to compare the performance of the options across a defined audience.
- * Metrics such as click-through rates (CTR) and conversions are used to determine the winner.

References:

- * Salesforce Interaction Studio Documentation - A/B Testing

NEW QUESTION # 77

Which ETL feed is used to bring campaign tracking data from marketing cloud messaging & journeys or pardot?

- A. Product ETL
- B. Manual segment ETL
- C. Transaction ETL
- D. External email campaign events ETL

Answer: D

Explanation:

The External Email Campaign Events ETL is used to:

- * Bring campaign tracking data from Marketing Cloud Messaging & Journeys or Pardot into Interaction Studio.
- * This data helps unify customer interactions across email and other channels.

References:

- * Salesforce Interaction Studio Documentation - External Campaign Data Integration

NEW QUESTION # 78

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

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

Answer: D

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 # 79

Which user attribute data types are supported in the identity system?

- A. String and integer

- B. Multistring
- C. String
- D. String and Multistring

Answer: D

Explanation:

In the identity system of Interaction Studio, user attributes support the following data types:

- * String:
- * Represents text-based data.
- * Multistring:
- * Represents a collection of string values, such as tags or categories associated with a user.

References:

- * Salesforce Interaction Studio Documentation - User Attributes

NEW QUESTION # 80

What two features of interaction studio can be used in an open-time email campaign?

- A. Promotion
- B. Survey
- C. Recipe
- D. Attribute

Answer: A,C

Explanation:

In Interaction Studio, open-time email campaigns can dynamically personalize content for users at the moment they open an email. The two features utilized in open-time emails are:

- * Promotion (Answer A):
* Promotions allow marketers to deliver dynamic offers or messages to users. At open time, these promotions adapt based on the recipient's real-time behavior and attributes.
- * Use Case: Displaying a promotion for a sale or an offer personalized to the user's recent activities.
- * Recipe (Answer D):
* Recipes drive dynamic content recommendations, such as product suggestions or personalized content blocks, in the email. Recipes dynamically adjust based on user preferences or real-time context at the time of email open.
- * Use Case: Recommending products based on recent browsing history or purchase behavior.

References:

- * Salesforce Interaction Studio Documentation - Open-Time Email Personalization

NEW QUESTION # 81

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