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Salesforce Marketing Cloud Personalization Accredited Professional Exam Sample Questions (Q11-Q16):

NEW QUESTION # 11

What three components can a web developer define by pageType?

- A. Campaign
- B. Capturing Attribute
- C. Goals
- D. Item Actions
- E. Content Zones

Answer: B,D,E

NEW QUESTION # 12

Which three components of a recipe are optional when configuring a new algorithm?

- A. Exclusions
- B. Variation
- C. Ingredients
- D. Boosters
- E. Decisions

Answer: A,B,D

NEW QUESTION # 13

If a developer needs to test a website where a beacon from a different dataset has been deployed, which feature of the Evergage Launcher needs to be enabled to simulate?

- A. Developer tools
- B. Force SDK URL

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Salesforce Marketing Cloud Personalization Accredited Professional Exam Sample Questions (Q107-Q112):

NEW QUESTION # 107

When should you define goals and filters?

- A. When you are reviewing campaign statistics for a published campaign
- B. After launching a campaign that you want to measure against a goal or filter
- **C. Before launching a campaign that you want to measure against a goal or filter**
- D. Over time, when you have something new you want to measure

Answer: C

Explanation:

Goals and filters should be defined before launching a campaign to ensure that the necessary metrics and criteria are set up for proper evaluation of campaign performance.

This proactive setup allows businesses to measure specific objectives and segment behaviors accurately from the start.

Reference: Salesforce Interaction Studio Documentation - Setting Up Goals and Filters.

NEW QUESTION # 108

Which two components does a user need to configure in IS to display Einstein product recommendation via IS connection for sales and service cloud?

- A. Einstein recipes
- B. Catalog items
- **C. Einstein Decision**
- D. Promotion

Answer: C

NEW QUESTION # 109

A brand is testing three campaigns, each one with a control experience. Which segment type can the brand setup to make sure the same group always gets the control experience?

- A. Third party segment
- **B. Control group segment**
- C. A/B test segment
- D. Location-based segment

Answer: B

Explanation:

To ensure the same group of users always gets the control experience:

* Control Group Segment:

* Define a segment specifically for control group allocation.

* This segment ensures consistency across campaigns, maintaining the same group in the control experience.

References:

* Salesforce Interaction Studio Documentation - A/B Testing and Control Groups

NEW QUESTION # 110

How does interaction studio deliver technical value to marketers? [Check]

- A. By providing a cloud-based application designed to help salespeople sell smarter and faster
- B. By providing a platform to manage, schedule, create and monitor content
- C. By listening to customer signals, understanding customer intent, and acting accordingly
- D. By providing a cloud-based unified e-commerce platform with mobile, AI personalisation, order management capabilities, and related services for B2C

Answer: C

NEW QUESTION # 111

What are the two main functions of the Event API? (select 2)

- A. Capture user attributes and actions
- B. Bulk load external campaign data
- C. Process GDPR data or deletion requests
- D. Return campaign responses

Answer: A,D

NEW QUESTION # 112

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