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Salesforce Marketing Cloud Personalization Accredited Professional Sample

Questions (Q28-Q33):

NEW QUESTION # 28
What two features of interaction studio have functionality to perform an A/B testing?

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

Answer: A,C

Explanation:
Interaction Studio (now branded as Marketing Cloud Personalization) supports A/B testing through specific features. Below is a detailed breakdown:
1. Campaigns
* Campaigns in Interaction Studio are the central component for personalizing experiences and are inherently designed to support A/B testing. You can test different campaign variations (content, offers, or design) to understand what resonates best with your audience.
* How to perform A/B Testing in Campaigns:
* Navigate to the Campaigns tab within Interaction Studio.
* Create or select a campaign you wish to test.
* Define multiple variants (A, B, etc.) by tweaking the content, layout, or rules for each.
* Set up test parameters such as traffic distribution (e.g., 50% audience for A, 50% for B).
* Launch the campaign and monitor performance through reports/metrics like click-through rate (CTR) and conversions.
* Documentation Reference:Salesforce Documentation on Campaigns.
2. Templates
* Templates are pre-defined content structures in Interaction Studio used for personalized experiences.
These templates also support A/B testing, allowing marketers to assess variations in presentation, design, or content to maximize impact.
* How to perform A/B Testing in Templates:
* Select or create a new template under the Templates section.
* Customize template versions for A/B testing (e.g., variation in banners, headlines, or product placements).
* Pair templates with a campaign to distribute the audience for testing.
* Analyze test results and iterate based on performance metrics.
* Documentation Reference:Salesforce Documentation on Templates.
Why Other Options Are Not Correct:
* C. Segments:
* Segments are used to define audience groups for targeting but do not inherently support A/B testing functionality. Segments are more about grouping audiences based on behaviors, demographics, or attributes rather than testing variations.

NEW QUESTION # 29
Which two success metrics can a company achieve with Marketing Cloud Personalization on their web channel?

- A. Increase in conversion rate
- B. Increase in first time visitors
- C. Increase in revenue
- D. Increase in organic search ranking

Answer: A,C

Explanation:
* Increase in Conversion Rate: Marketing Cloud Personalization enables targeted and dynamic recommendations, driving higher conversion rates.
* Increase in Revenue: By improving engagement and personalization, it directly impacts overall revenue.

NEW QUESTION # 30
What would a marketer include in a Recipe if they want the visitor's affinity score to be taken into account when showing

recommendations?

- A. Variation
- B. Ingredient
- C. Booster
- D. Exclusion

Answer: C

Explanation:
To include the visitor'saffinity scorein a Recipe, a marketer would:
* Use aBoosterto prioritize recommendations that align with the visitor's affinities or preferences.
* Boosters allow fine-tuning of recommendations to make them more relevant.
References:
* Salesforce Interaction Studio Documentation - Recipe Configuration

NEW QUESTION # 31
How many days after the date of upload will files be deleted from the SFTP?

- A. 90 days
- B. 30 days
- C. 180 days
- D. 60 days

Answer: B

Explanation:
Salesforce Marketing Cloud's SFTP (Simple File Transfer Protocol) is designed to securely transfer files between your system and Marketing Cloud. To optimize storage and security, files are retained for a specific period.
According to Salesforce documentation, files uploaded via SFTP are typically deleted after 30 days.This retention period is a standard setting and may vary based on specific configurations or agreements with Salesforce.
To confirm the exact retention period for your organization, it's recommended to:
* Consult with your Salesforce Administrator:They can provide specific details about your organization's SFTP configuration and retention policies.
* Review Salesforce Documentation:Refer to the official Salesforce Marketing Cloud documentation for the most up-to-date information on file retention policies and best practices.
By understanding the file retention policy, you can effectively manage your file transfers and ensure that your data is securely stored and accessed within the specified timeframe.

NEW QUESTION # 32
A business user wants to test the effectiveness of two CTA options, which testing option should the select?

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

Answer: B

Explanation:
To test the effectiveness of two CTA options:
* UseA/B Testingto 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 # 33
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