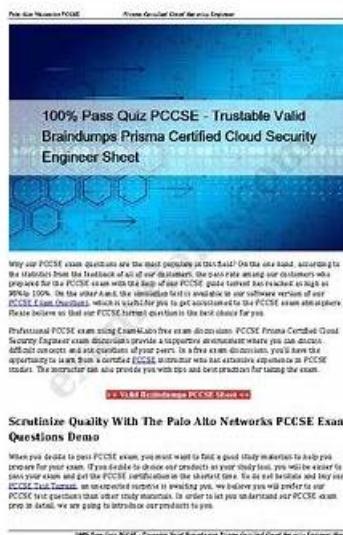# Valid Braindumps AP-216 Files - 100% Pass Quiz First-grade Salesforce AP-216 - Marketing Cloud Personalization Accredited Professional Accurate Answers

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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q22-Q27):

NEW QUESTION # 22
What are three features of the WebSDK when deployed on a website?

- A. Identity and cookie management
- B. Loading data from ETL feeds
- C. Sitemapping for data collection
- D. Rendering campaign for personalisation
- E. Configure filters and goals

Answer: A,C,D

Explanation:
* Rendering Campaign for Personalization:
* WebSDK enables the dynamic rendering of personalized campaigns directly on the website. It adapts content based on predefined rules and user behavior.

NEW QUESTION # 23
What are IS machine learning powered algorithms called?

- A. Data Science Workbends
- B. Machine Learning Tools
- C. Einstein Recipe
- D. Einstein Decisions

Answer: C

Explanation:
Einstein Recipesare the machine-learning-powered algorithms used in Interaction Studio (IS) to deliver personalized recommendations.
These recipes allow businesses to customize AI models to align with their specific goals.
Reference: Salesforce Interaction Studio Documentation - Einstein Recipes Overview.

NEW QUESTION # 24
What is a rule criteria that you can use in the segment creation process?

- A. Actions
- B. Email Click Throughs
- C. Dimensions
- D. Social Mentions

Answer: A

Explanation:
When creating segments in Marketing Cloud Personalization,Actionsserve as a crucial rule criteria. Actions represent the specific behaviors and interactions users perform on your website, mobile app, or other digital channels. These actions provide valuable insights into user preferences, intent, and engagement.
Here's how Actions are used in segment creation:
* Defining segment criteria:You can create segments based on specific actions users have taken, such as viewing a product, adding an item to their cart, completing a purchase, or abandoning a form. This allows you to group users based on their demonstrated interests and behaviors.
* Combining with other criteria:Actions can be combined with other rule criteria, such asuser attributes (demographics, location) or

session attributes (time of day, device type), to create highly targeted segments. This enables you to define complex rules that capture nuanced user behavior.

* Real-time segmentation:Actions are tracked in real-time, allowing for dynamic segment updates. As users perform actions, they are automatically added or removed from segments based on the defined criteria. This ensures that your segments always reflect the latest user behavior.

NEW QUESTION # 25
A brand wants to view campaign performance of specific groups of users. How would they view this within the platform?

- A. Use engagement compare functionality to see the differences in key metrics and behaviours
- B. Use a segment to set a global goal
- C. Use a segment to setup a filter, then use the filter in campaign statistics
- D. Use a segment to specify certain actions, which can be set as the goal for a campaign

Answer: C

Explanation:
To view campaign performance for specific groups of users:
* Create a Segment:
* Define the group of users based on specific attributes or behaviors.
* Set Up a Filter:
* Use the segment as a filter.
* Apply in Campaign Statistics:
* Use this filter in campaign statistics to analyze performance metrics for the selected user group.
References:
* Salesforce Interaction Studio Documentation - Campaign Reporting

NEW QUESTION # 26
What are three areas a business user can apply custom catalog dimensions?

- A. Segmentation
- B. Template filtering
- C. Campaign targeting
- D. Recipe exclusions and boosting
- E. Reporting

Answer: A,D,E

Explanation:
In SalesforcePersonalization(formerly Interaction Studio) or other Industry-specific Marketing Cloud extensions, you can configurecustom catalog dimensions(sometimes called "catalogattributes" or
"dimensional data") for products, content, or other catalog objects. Once configured, these additional attributes become available throughout the platform for various use cases.
Below are the three core areas (from the listed options) where a business user can leverage these custom catalog dimensions,along with Salesforce documentation references:
1. Segmentation
* How It Works
* Custom catalog dimensions allow you to define attributes (like product color, brand, or style) and then use these attributes insegment criteria. For example, if you create a dimension called
"Brand," you can build a segment of visitors who have viewed or purchased items where Brand =
X.
* Why This Matters
* By leveraging catalog-driven segments, you can more precisely target audiences based on the items they browse or purchase.
* Salesforce Reference
* Salesforce Help:Segment Builder OverviewExplains how to build segments using catalog attributes (dimensions).
2. Reporting
* How It Works
* Custom catalog dimensions can appear asbreakdownsordimension filtersin certain Personalizationreports and dashboards. For instance, you might see reporting that shows conversion, clicks, or revenue segmented by a custom dimension like "Category" or

"Brand".
* Why This Matters
* Analyzing performance metrics by these custom dimensions provides deeper insight into how different attributes perform (e.g., which brand sells best, which category has the highest click- through rate, etc.).
* Salesforce Reference
* Salesforce Help:Analytics and Reporting in PersonalizationIllustrates how catalog dimensions can be used in various analytics views.
3. Recipe Exclusions and Boosting
* How It Works
* Recipes(the rule sets and algorithms that generate personalized recommendations) can use custom dimensions toexcludecertain items orboostothers. For example, you might boost items with Sustainability = "EcoFriendly" or exclude products where Brand = "CompetitorBrand".
* Why This Matters
* This gives merchandisers or marketers fine-grained control over product recommendations, ensuring the right products are shown (or hidden) based on business goals and strategies.
* Salesforce Reference
* Salesforce Help:Recipe Builder OverviewExplains how to create and configure recipes to boost or exclude items using custom catalog dimensions.

NEW QUESTION # 27

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