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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q50-Q55):

NEW QUESTION # 50

What are the three types of ingredients available for a recipe?

- A. Machine Learning
- B. Co-Occurrence
- C. Recommendations
- D. Promotions
- E. Catalog-based and Trending

Answer: B,C,E

Explanation:

Within the context of Salesforce Marketing Cloud's Interaction Studio (formerly Evergage), "recipes" are pre-built configurations for personalized recommendations. These recipes utilize different types of "ingredients" to determine which items to recommend. Let's break down the correct options:

A: Catalog-based and Trending

* Verified: This is a type of ingredient used in Interaction Studio recipes.

* Explanation:

* Catalog-based: This ingredient leverages data from your product or content catalog. It can recommend items based on various catalog attributes like:

* Category: Recommending items from the same or related categories as items the user has viewed or interacted with.

* Attributes: Recommending items that share specific attributes (e.g., color, brand, size) with items the user has shown interest in.

* Keywords: Recommending items whose descriptions or metadata match keywords derived from user behavior.

* Trending: This ingredient considers the overall popularity or trending status of items within your catalog, often within a specific timeframe (e.g., "Trending in the last 7 days").

* Salesforce Marketing Cloud References:

* Interaction Studio Recipes: The Interaction Studio documentation describes the various recipe types and the ingredients they use.

B: Recommendations

* Verified: This is a broad category encompassing ingredients that generate recommendations based on various algorithms.

* Explanation:

* Recommendation Algorithms: Interaction Studio employs different algorithms to generate recommendations, including:

* Collaborative Filtering: Recommending items that similar users have liked or interacted with.

* Content-Based Filtering: Recommending items that are similar in content or attributes to items the user has shown interest in.

* User Affinity: Recommending items based on the user's overall affinity for particular categories, brands, or attributes, calculated from their historical interactions.

* Note: "Recommendations" is a more general term. Specific recommendation ingredients might have names like "User-to-Item Affinity," "Item-to-Item Similarity," or use algorithm names directly.

C: Co-Occurrence

* Verified: This is a specific type of recommendation ingredient that focuses on items frequently viewed or purchased together.

* Explanation:

* Co-occurrence Logic: This ingredient identifies items that are often viewed or purchased in the same session or within a short timeframe. It suggests that if a user is interested in item A, they are also likely to be interested in item B because other users have frequently interacted with both items together.

* Examples:

* "Customers who bought this item also bought..."

* "Frequently viewed together"

NEW QUESTION # 51

What three things does a developer code in web template?

- A. Defining what can be configured in a campaign
- B. Campaign qualification rules
- C. Set the control group percentage
- D. HTML and CSS for controlling appearance
- E. Client side instructions for rendering

Answer: A,D,E

Explanation:

In Interaction Studio, developers code web templates to enable dynamic and personalized content delivery.

The responsibilities include:

* HTML and CSS for controlling appearance (Answer B):

* Define the structure and styling of the personalized content rendered on the webpage.

- * Client-side instructions for rendering (Answer C):
- * Add JavaScript or other client-side scripts to control how content interacts with the user on the webpage.
- * Defining what can be configured in a campaign (Answer E):
- * Developers set up configurable elements in the template, such as text, images, or rules, that can be adjusted by marketers when creating a campaign.

References:

- * Salesforce Interaction Studio Developer Documentation - Web Templates

NEW QUESTION # 52

The Sitemap is implemented to manage which channel solution?

- A. Email
- B. Server-side
- C. Web
- D. Mobile

Answer: C

Explanation:

The Sitemap in Marketing Cloud Personalization is implemented to manage the Web channel solution.

* It helps define key elements such as page types, content zones, and data capture points on the website for personalized web experiences.

References:

- * Salesforce Interaction Studio Documentation - Sitemap

NEW QUESTION # 53

What would a marketer include in a recipe if they want the visitor affinity score when showing recommendations?

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

Answer: A

Explanation:

To include the visitor affinity score when showing recommendations in a recipe:

* Use a Booster to prioritize recommendations based on the visitor's affinity score, ensuring more relevant suggestions.

References:

- * Salesforce Interaction Studio Documentation - Recipe Boosters

NEW QUESTION # 54

A business user created a segment to track everyone that has looked at the homepage today. How long does it take for a web visitor to join the After viewing the homepage?

Answer:

Explanation:

Immediate

Explanation:

In Interaction Studio, segment membership updates occur in real-time. A web visitor is immediately added to the segment after meeting the criteria, such as viewing the homepage.

Reference: Salesforce Interaction Studio Real-Time Segmentation Documentation.

NEW QUESTION # 55

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