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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q120-Q125):

NEW QUESTION # 120
In which two locations in the page Type definition can a developer pass in attributes?

- A. cashDom
- B. is Match
- C. listeners
- D. onActionEvent

Answer: B,D

Explanation:
InSalesforce Marketing Cloud Personalization(formerly Interaction Studio), you can definepage types within theWeb SDKconfiguration (evergage.init(...)). Apage typehelps the system determine how to classify a given page and what data to capture. Developers often addcustom attributeswithin these page type definitions to enrich the captured context.
Below are the two primary methods (from the listed options) where a developer can pass in or define attributes:
1. isMatch (Option A)
* What It Is
* isMatch is a function used to determine if a particularpage typedefinition applies to the current page (based on URL, DOM elements, or other logic). It returns a boolean (true or false) to indicate whether the page matches this definition.
* Passing Attributes
* Inside the isMatch function, developers canaddormodifyattributes to enrich thecontext object. For example:
isMatch: function(context) {
// Check if page matches (e.g., URL pattern)
if (window.location.pathname.includes("/product/")) {
// Add custom attributes
context.addAttributes({
productCategory: "Shoes",
productType: "Sneakers"
});
return true;
}
return false;
}
* This ensures that whenever this page type's isMatch condition is true, certain attributes are set on the context.
* Salesforce Reference
* Salesforce Help:Web SDK Configuration GuideExplains how to set up page types, including using isMatch to define when a page type applies and how to add custom attributes.
2. onActionEvent (Option B)
* What It Is
* onActionEvent is a function within a page type definition thatfireswhenever anaction event (e.g., click event, impression event) is triggered. You can use this to capture more specific or dynamic data each time an action is recorded.
* Passing Attributes
* Within onActionEvent, you can also manipulate the event or context to setadditional attributes. For example:
onActionEvent: function(context, event) {
// For instance, if the user clicks a particular element:
if (event.action.name === "click") {
// Add or override attributes for this event
event.attributes = {
event.attributes,
clickedElementID: event.target.id
};
}
}
* This approach is particularly useful for capturing data specific touser interactions(clicks, hovers, form submissions, etc.).
* Salesforce Reference
* Salesforce Help:Handling Action Events in the Web SDKDescribes how onActionEvent can be used to modify event data, including adding custom attributes.

NEW QUESTION # 121
How does a marketer perform an A/B test in Web Campaigns?

- A. Create multiple web templates
- B. Create multiple experiences

- C. Create multiple web campaigns
- D. Create multiple events

Answer: B

Explanation:
In web campaigns, anA/B testis performed by creating multiple experiences. Each experience represents a variation of the content or layout, and Interaction Studio compares their performance based on predefined metrics.
Reference: Salesforce Interaction Studio A/B Testing in Web Campaigns Guide.

NEW QUESTION # 122
What is the best practice naming convention for attributes?

- A. Upper_snake_case
- B. UpperCamelCase
- C. lowerCamelCase
- D. Lower_snake_case

Answer: B

Explanation:
Best practice naming convention for attributes in Interaction Studio:
* UseUpperCamelCase(e.g., FirstName, PurchaseDate).
* This ensures consistency, readability, and adherence to Interaction Studio's standards.
References:
* Salesforce Interaction Studio Developer Documentation - Attribute Naming Conventions

NEW QUESTION # 123
What are three areas a business user can apply custom catalog dimensions?

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

Answer: B,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 # 124
What is the purpose of defining content zones in the sitemap?

- A. To report on web campaign performance
- B. To specify the size of the content that will be used
- C. To define where campaigns can render on a website
- D. To ingest catalog information from the page

Answer: C

Explanation:
Content zones in the sitemap:
* Specify areas of a website where personalized campaigns can render.
* These zones guide the placement of dynamic content such as banners or product recommendations.
References:
* Salesforce Interaction Studio Documentation - Content Zones

NEW QUESTION # 125
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