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

NEW QUESTION # 11

How quickly does Marketing Cloud Personalization synthesize and activate data to gauge and respond to an individual's in-the-moment intent, across channels?

- A. 1 minute
- B. 30 seconds
- C. 30 milliseconds
- D. 1 second

Answer: C

Explanation:

Marketing Cloud Personalization synthesizes and activates data within 30 milliseconds, enabling real-time personalization and decision-making across channels.

Reference: Salesforce Interaction Studio Real-Time Engagement Documentation.

NEW QUESTION # 12

What are the three primary areas of data stored in IS which represent a company's key business informative?

- A. Statistical tracking of KPI's
- B. Shadow catalog information
- C. Operational information
- D. User behaviour
- E. Employee performance

Answer: B,C,D

Explanation:

The three primary areas of data stored in Interaction Studio include:

- * User Behavior (Answer A):
- * Tracks individual user actions and interactions across channels.
- * Shadow Catalog Information (Answer C):
- * Stores product, content, or service catalog data used for recommendations and personalization.
- * Operational Information (Answer E):
- * Represents system and business configurations necessary for running campaigns and tracking performance.

References:

- * Salesforce Interaction Studio Documentation - Data Architecture

NEW QUESTION # 13

How many total global goals and filters can you define for your dataset in Marketing Cloud Personalization?

- A. 25 filters and 25 goals
- B. 300 total between filters and goals
- C. 64 total between filters and goals
- D. Unlimited

Answer: C

Explanation:

Marketing Cloud Personalization allows a total of 64 global filters and goals combined for each dataset. This limitation ensures optimal performance and manageability of data tracking and evaluation.

Reference: Salesforce Interaction Studio Dataset Configuration Guide.

NEW QUESTION # 14

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

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

Answer: D

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 # 15

Which ETL feed is used to bring campaign tracking data from marketing cloud messaging & journeys or pardot?

- **A. External email campaign events ETL**
- B. Manual segment ETL
- C. Product ETL
- D. Transaction ETL

Answer: A

Explanation:

The External Email Campaign Events ETL is used to:

- * Bring campaign tracking data from Marketing Cloud Messaging & Journeys or Pardot into Interaction Studio.
- * This data helps unify customer interactions across email and other channels.

References:

- * Salesforce Interaction Studio Documentation - External Campaign Data Integration

NEW QUESTION # 16

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