

100% Pass Quiz 2026 Marketing-Cloud-Personalization: Useful Marketing Cloud Personalization Accredited Professional Exam Reliable Dumps Ppt



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Salesforce Marketing Cloud is a powerful platform that enables businesses to create and execute personalized marketing campaigns across multiple channels. The Marketing Cloud Personalization Accredited Professional certification exam is designed to validate an individual's expertise in using the Marketing Cloud platform for creating personalized marketing campaigns. Marketing Cloud Personalization Accredited Professional Exam certification is ideal for marketing professionals who want to demonstrate their skills in creating effective marketing campaigns and driving business growth.

The Marketing-Cloud-Personalization Accredited Professional certification exam is a comprehensive exam that tests the candidate's understanding of various personalization concepts. Marketing-Cloud-Personalization exam covers topics such as how to create targeted campaigns, use data to enhance personalization, and optimize campaigns for better results. Marketing Cloud Personalization Accredited Professional Exam certification exam is ideal for marketing professionals who want to demonstrate their expertise in personalization and enhance their career prospects.

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The Marketing Cloud Personalization Accredited Professional certification is an excellent way for marketing professionals to validate their skills and demonstrate their expertise in using the Marketing Cloud platform. By earning this certification, individuals can differentiate themselves from their peers, gain new career opportunities, and enhance their ability to drive business growth through effective marketing campaigns.

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

NEW QUESTION # 11

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 setup a filter, then use the filter in campaign statistics**
- C. Use a segment to specify certain actions, which can be set as the goal for a campaign
- D. Use a segment to set a global goal

Answer: B

NEW QUESTION # 12

What are two ways to populate the interaction studio catalog? [check]

- A. Email pixel
- **B. ETL Feed**
- C. Third-party integration
- **D. Web sdk**

Answer: B,D

Explanation:

Two ways to populate the Interaction Studio catalog are:

* ETL Feed (Answer A):

* Uses scheduled file uploads to update catalog data, including product or content details.

* Web SDK (Answer C):

* Automatically captures catalog data from a website during user interactions.

References:

* Salesforce Interaction Studio Documentation - Catalog Management

NEW QUESTION # 13

A brand's website is seeing high traffic, but much of the behavior is anonymous. How does Marketing Cloud Personalization identities?

- A. Marketing Cloud Personalization synchronizes anonymous and known profiles once a day based on online traffic and data from offlineb)
- B. Marketing cloud personalization constantly monitors identifying information, then uses deterministic matching to determine if two same identity
- **C. Marketing cloud personalization uses probabilistic matching to determine if two or more profiles represent the same identity**
- D. marketing cloud Personalization uses third party software to match anonymous and known identities

Answer: C

NEW QUESTION # 14

Which two components does a user need to configure in IS to display Einstein product recommendation via IS connection for sales and service cloud?

- A. Einstein recipes
- B. Catalog items
- **C. Einstein Decision**
- D. Promotion

Answer: C

NEW QUESTION # 15

Which two options are valid use cases for a segment?

Choose 2 answers

- **A. Identifying users who abandoned a shopping cart today**
- B. Identifying users who viewed a YouTube advertising campaign
- **C. Identifying users who have purchased a certain value in a specified time period**
- D. Identifying users for activation within an integrated Demand Side Platform

Answer: A,C

Explanation:

* Users who purchased a certain value: Segments can identify high-value customers for retention or upsell campaigns.

* Users who abandoned a shopping cart: Segments track users who exhibited intent but did not complete a purchase, enabling re-engagement.

NEW QUESTION # 16

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