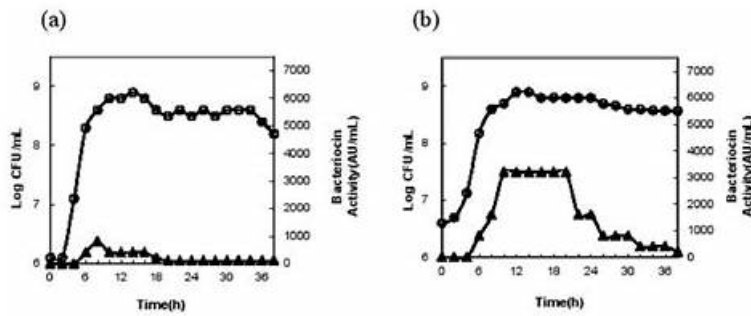


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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q117-Q122):

NEW QUESTION # 117

Which two items can be included in the total engagement score calculation?

- A. Visits
- B. Actions
- C. Time of Day
- D. Identity merge date

Answer: A,B

Explanation:

* Visits (Answer B):

* The number of times a user visits a website or interacts with a channel.

* Actions (Answer C):

* Specific actions taken by the user, such as clicks, purchases, or form submissions.

These metrics reflect user interaction and engagement with the platform.

References:

* Salesforce Interaction Studio Documentation - Engagement Scoring

NEW QUESTION # 118

The sitemap provides the functionality that enables IS to identify which three items?

- A. Templates
- B. attributes
- C. Page types
- D. campaign
- E. content zones

Answer: B,C,E

Explanation:

A sitemap in Interaction Studio enables IS to identify key components on a website for personalization purposes, including:

- * Page Types (Answer A):
 - * Classifies different types of pages (e.g., product pages, category pages).
- * Content Zones (Answer B):
 - * Defines areas of the webpage where personalized content can be displayed.
- * Attributes (Answer C):
 - * Captures metadata about pages and elements, such as product details or user behavior.

References:

- * Salesforce Interaction Studio Documentation - Sitemaps

NEW QUESTION # 119

How many times can a visitor accomplish a goal in interaction studio?

- A. Each time a visitor leaves and rejoins the goal segment
- B. It varies depending on the setup of the goal segment
- C. No more than twice or the goal completion will no longer be counted
- D. Only once for all time

Answer: B

Explanation:

In Salesforce Marketing Cloud Interaction Studio, the number of times a visitor can accomplish a goal depends on how the goal segment is configured. You have the flexibility to define the goal's behavior to suit your specific needs.

Here are the key factors that determine how many times a goal can be achieved:

- * Goal Segment Configuration:
 - * Single-Visit Goal: The goal can be achieved only once per visitor session.
 - * Multi-Visit Goal: The goal can be achieved multiple times per visitor session, as long as the specific conditions are met each time.
 - * Time-Based Goal: The goal can be achieved multiple times within a specified time frame, regardless of the number of sessions.
- * Goal Criteria:
 - * The specific criteria defined for the goal will also influence how many times it can be achieved.

For example, if the goal is to click a specific button, it can be achieved multiple times if the button is clicked repeatedly.

By carefully configuring your goal segments, you can accurately track visitor behavior and measure the effectiveness of your Interaction Studio experiences.

NEW QUESTION # 120

Which data feed integrates external system data into a user's profile leveraging identity attributes?

- A. Catalog Feed
- B. Interaction feed
- C. Identity feed
- D. User Feed

Answer: D

Explanation:

The User Feed integrates external system data into a user's profile by leveraging identity attributes such as email or user ID. It enhances personalization by enriching user profiles with external data.

Reference: Salesforce Interaction Studio Data Integration Documentation - User Feed Overview.

NEW QUESTION # 121

In the user interface what is the visual representation of the data about a single visitor including preference?

- A. Single source of truth
- **B. unified customer profile**
- C. Unified view of customer
- D. Single view of customer

Answer: B

Explanation:

In the user interface of Interaction Studio, the Unified Customer Profile:

* Provides a detailed, real-time view of an individual visitor, including their preferences, behaviors, and interactions across all channels.

* This profile serves as a foundation for delivering personalized experiences.

References:

* Salesforce Interaction Studio Documentation - Unified Customer Profile

NEW QUESTION # 122

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