

# Real Marketing-Cloud-Personalization Dumps Free | Certification Marketing-Cloud-Personalization Test Questions



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The Marketing Cloud Personalization Accredited Professional Exam is an excellent certification program for professionals who want to advance their careers in digital marketing. Marketing Cloud Personalization Accredited Professional Exam certification validates the skills and knowledge of professionals in using the Marketing Cloud platform to create and deliver personalized marketing campaigns. By passing the exam, professionals can demonstrate their expertise in using the Marketing Cloud platform and stand out in a competitive job market.

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## 2026 Salesforce Marketing-Cloud-Personalization: Marketing Cloud Personalization Accredited Professional Exam –High-quality Real Dumps Free

The users will notice the above favorable qualities in the web-based Salesforce Marketing-Cloud-Personalization Practice Test. But the distinguishing factor that will add to your comfort is that it is suitable for all operating systems (IOS, Macs, Androids, and Windows). The valuable part of this format is that it does not require frustrating installations or heavy plugins.

### Salesforce Marketing Cloud Personalization Accredited Professional Exam Sample Questions (Q37-Q42):

**NEW QUESTION # 37**

What are three ways segments are used in marketing cloud personalization?

- A. Set goal and filtersb)
- B. Targeting for campaigns
- C. Analytics, trends and engagement
- D. Creating related lists within Salesforce CRM
- E. Recommending products

**Answer: B,C,E**

Explanation:

- \* Recommending Products: Segments enable personalized recommendations based on user behavior and preferences.
- \* Targeting for Campaigns: Segments define audiences for specific campaigns, ensuring relevance and higher engagement.
- \* Analytics, Trends, and Engagement: Segments provide insights into user behavior, enabling trend analysis and engagement tracking.

### NEW QUESTION # 38

What would a marketer include in a Recipe if they want the visitor's affinity score to be taken into account when showing recommendations?

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

**Answer: D**

Explanation:

To include the visitor's affinity score in a Recipe, a marketer would:

- \* Use a Booster to prioritize recommendations that align with the visitor's affinities or preferences.
- \* Boosters allow fine-tuning of recommendations to make them more relevant.

References:

- \* Salesforce Interaction Studio Documentation - Recipe Configuration

### NEW QUESTION # 39

Which role would the admin assign a user if they need to view everything in interaction studio and create, update, publish and delete campaigns and recipes?

- A. Campaign editor
- B. Viewer
- C. Campaign author
- D. Editor

**Answer: A**

### NEW QUESTION # 40

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

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

**Answer: A,D**

### NEW QUESTION # 41

What are the three types of mobile campaigns a business user can create in IS?

- A. Browser Notification
- B. Push Message
- C. SMS Text Message
- D. In-App Notification
- E. JSON Data A

**Answer: B,C,D**

Explanation:

Salesforce Marketing Cloud (SFMC) provides powerful mobile marketing capabilities through Mobile Studio and Interaction Studio (IS). Businesses can engage customers using three types of mobile campaigns:

Definition: SMS (Short Message Service) is used to send text messages directly to a user's mobile device.

Use Case: Best for time-sensitive promotions, alerts, and transactional messages.

Steps to Create in SFMC:

Navigate to Mobile Studio > MobileConnect.

Set up the SMS configuration by selecting the Sender Profile.

Create an SMS Message Template under MobileConnect.

Configure the audience using relevant segmentation criteria.

Test and send the SMS campaign.

Salesforce Marketing Cloud Documentation - MobileConnect Setup and SMS Campaigns.

2. Push Message Definition: Push notifications are sent to users via a mobile app to encourage engagement and drive specific actions.

Use Case: Ideal for re-engagement and sending tailored updates.

Steps to Create in SFMC:

Navigate to Mobile Studio > Push.

Configure App SDK Integration to enable push notifications.

Define your Push Message content, including title and message.

Specify segmentation using Audience Builder or Journey Builder.

Schedule and send the Push campaign.

References: Salesforce Marketing Cloud Documentation - Push Notification Guide.

3. In-App Notification Definition: In-app notifications are messages displayed within the app while users are actively using it.

Use Case: Perfect for guiding user actions within the app, such as onboarding, product announcements, or updates.

Steps to Create in SFMC:

Navigate to Interaction Studio > In-App Messages.

Select a trigger point for displaying the notification (e.g., on login or action completion).

Design the content and layout of the in-app message.

Use Journey Builder to configure the message's audience and timing.

Deploy and monitor engagement metrics.

References: Salesforce Interaction Studio Documentation - In-App Notification Configuration.

Summary: These three types of campaigns (SMS Text Message, Push Message, and In-App Notification) empower businesses to create omnichannel mobile engagement strategies. Salesforce Marketing Cloud and Interaction Studio provide a flexible framework to set up, customize, and analyze these campaigns effectively.

Official Documentation References:

Salesforce Marketing Cloud Mobile Studio Guide.

Interaction Studio In-App Notification Setup: Salesforce Help.

## NEW QUESTION # 42

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