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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q89-Q94):

NEW QUESTION # 89

A business user created a segment to track everyone that has looked at the homepage today. How long does it take for a web visitor to join the segment after viewing the homepage?

- A. 30 minutes
- B. 15 minutes
- C. 1 hour
- **D. Real-time**

Answer: D

Explanation:

Interaction Studio updates segment membership in real-time, meaning web visitors are immediately added to the segment after fulfilling the criteria, such as viewing the homepage.

Reference: Salesforce Interaction Studio Real-Time Segmentation Documentation.

NEW QUESTION # 90

What would a marketer include in a Recipe if they don't want to display recommendations for products priced less than \$15?

- A. Elimination
- B. Booster
- **C. Exclusion**
- D. Variation

Answer: C

Explanation:

To prevent recommendations for products priced under \$15 in a Marketing Cloud Personalization recipe, marketers should utilize the Exclusion ingredient. This powerful feature allows for fine-grained control over recommendations by specifying criteria that disqualify certain items from being suggested.

Here's how the Exclusion ingredient works:

* **Defining exclusion criteria:** Within the recipe, marketers can define specific criteria that exclude products from the recommendation set. In this case, the exclusion criterion would be "price less than \$15."

* **Filtering recommendations:** When the recipe generates recommendations, the Exclusion ingredient filters out any products that meet the defined criteria. This ensures that only products priced \$15 or higher are included in the final recommendations.

* **Flexibility:** Exclusions can be based on various product attributes or dimensions, providing flexibility in tailoring recommendations. This allows marketers to create highly targeted recommendations that align with campaign goals and customer preferences.

NEW QUESTION # 91

What attribute and value is passed in the event API request for returning server side campaigns?

- A. Server side are always returned
- **B. Source = Server**
- C. Server Side messages = 1
- D. Server side = true

Answer: B

Explanation:

In the Event API request for returning server-side campaigns in Salesforce Interaction Studio (IS), the attribute `Source` with the value `Server` is used. This ensures that the request explicitly identifies that it is for server-side campaigns, distinguishing it from client-side campaigns.

NEW QUESTION # 92

What is the purpose of defining content zones in the sitemap?

- A. To ingest catalog information from the page
- **B. To define where campaigns can render on a website**

- C. To specify the size of the content that will be used
- D. To report on web campaign performance

Answer: B

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 # 93

How often does Marketing Cloud Personalization poll the SFTP for new files for ingestion?

- A. Immediately
- B. Daily
- **C. Hourly**
- D. Every 15 minutes

Answer: C

Explanation:

Marketing Cloud Personalization polls the SFTP for new files everyhour. This ensures that any uploaded data files are processed and ingested into the system in a timely manner for real-time personalization.

Reference: Salesforce Marketing Cloud Personalization SFTP Ingestion Documentation.

NEW QUESTION # 94

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