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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q23-Q28):

NEW QUESTION # 23
A marketer would like to display the most common products purchased by previous buyers along with the main item on a product page, which ingredient would they need to use in the recipe?

- A. Co-Buy

- B. Trending
- C. Similar Items
- D. Co-Browse

Answer: A

Explanation:
* TheCo-Buyingredient in a recipe identifies and displays products commonly purchased together.
* On a product page, it can recommend complementary items based on the main product being viewed.
References:
* Salesforce Interaction Studio Documentation - Recipes and Ingredients

NEW QUESTION # 24
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 ..... After viewing the homepage?

Answer:

Explanation:
Immediate
Explanation:
In Interaction Studio, segment membership updates occur in real-time. A web visitor is immediately added to the segment after meeting the criteria, such as viewing the homepage.
Reference: Salesforce Interaction Studio Real-Time Segmentation Documentation.

NEW QUESTION # 25
What two fields can a web developer specify for defining a Content Zone?
Choose 2 answers

- A. The name of the Content Zone.
- B. The CSS selector of the DOM element.
- C. The associated page type
- D. The dimensions of the Content Zone.

Answer: A,B

Explanation:
* The CSS selector of the DOM element (Answer A):
* Identifies the exact HTML element on the page where the content will render.
* The name of the Content Zone (Answer D):
* Provides a unique identifier for the zone, used in campaign setup and tracking.
References:
* Salesforce Marketing Cloud Documentation - Defining Content Zones

NEW QUESTION # 26
What qualifies a web vistor to see any experience of a Web Campaign?

- A. Einstein Recipe Ingredients
- B. Einstein Next Best Action
- C. Campaign Targeting Rules
- D. Email Campaign Rules

Answer: C

Explanation:
In Marketing Cloud Personalization,Campaign Targeting Rulesare the key determinants of whether a web visitor qualifies to see a specific experience within a web campaign. These rules act as filters, evaluating visitor attributes, behavior, and context to decide which experience, if any, should be displayed.

Here's how Campaign Targeting Rules work:
* Defining criteria:Marketers define specific criteria or conditions within the campaign setup. These criteria can include user attributes (demographics, location, loyalty status), behavioral data (past purchases, browsing history), or real-time context (device type, time of day).
* Evaluating visitors:When a visitor arrives on the website, Marketing Cloud Personalization evaluates their profile and behavior against the defined targeting rules.
* Delivering experiences:If a visitor meets the criteria of a specific rule, they are eligible to see the corresponding experience within the campaign. This could involve personalized content, targeted offers, or customized recommendations.

NEW QUESTION # 27
What are the two competitive advantages of interaction studio? [check]

- A. Integrated content management system
- B. Monitors active time spent and true engagement
- C. Managers Consent
- D. True Real-Time Decisioning

Answer: B,D

Explanation:
* Monitors Active Time Spent and True Engagement: Interaction Studio measures meaningful user engagement, focusing on active time spent rather than passive metrics.
* True Real-Time Decisioning: The platform processes data in real-time to provide instant, personalized decisions based on user interactions.

NEW QUESTION # 28
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