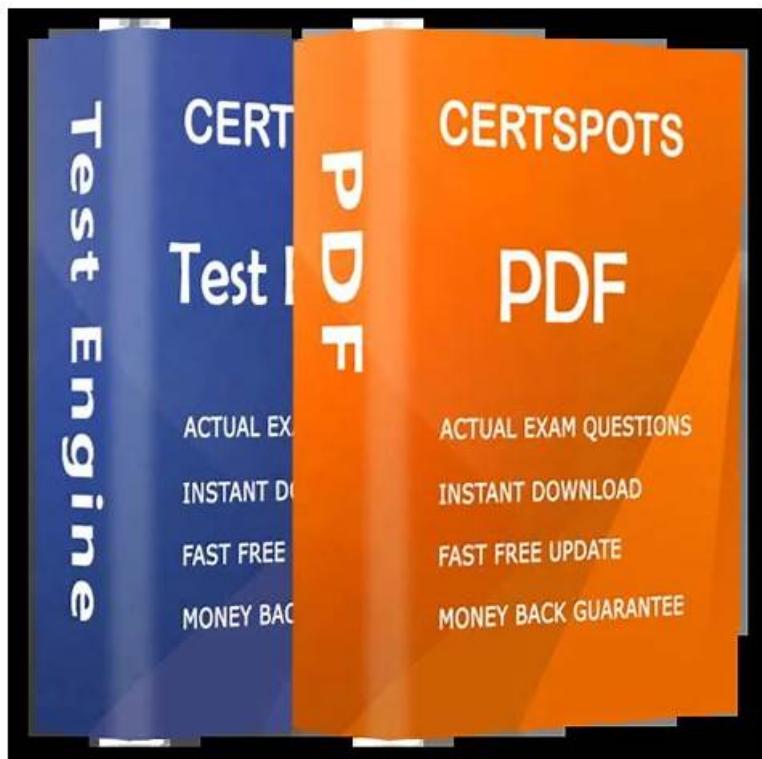


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## Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q23-Q28):

### 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:

- \* The Co-Buying ingredient 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 visitor 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 Rules are 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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