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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q20-Q25):

NEW QUESTION # 20
Which feature allows a business user to overlay campaign creation and editing directly on their website?

- A. Web Extension
- B. Javascript Beacon
- C. Visual Editor
- D. Web SDK

Answer: C

Explanation:
TheVisual Editorin Interaction Studio allows business users to create and edit campaigns directly on their website using a simple overlay interface.
This feature enables non-technical users to manage personalization and campaigns without needing coding skills.
Reference: Salesforce Interaction Studio Documentation - Visual Editor Overview.

NEW QUESTION # 21
What two fields can a web developer specify for defining a Content Zone?
Choose 2 answers

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

Answer: B,C

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 # 22
Which three components of a server side campaign must be coded by a developer?

- A. EVENT API Request
- B. Tracking of campaign statisticsd
- C. Content Selection
- D. Campaign Setip
- E. Parsing the JSON Response

Answer: A,C,E

Explanation:
* Parsing the JSON Response: Developers need to process the JSON response from the server to render the appropriate campaign content.
* Content Selection: Logic for dynamically selecting and displaying content based on campaign rules must be implemented.
* EVENT API Request: Developers use the Event API to send data to Interaction Studio for real-time personalization.

NEW QUESTION # 23
What two features of Marketing Cloud Personalization have functionality to perform an A/B Test?

- A. Recipes
- B. Campaigns
- C. Templates

- D. Segments

Answer: B,C

Explanation:
A/B testing in Marketing Cloud Personalization allows marketers to compare different versions of content or experiences to determine which performs best. This optimization technique is primarily facilitated through these two features:
* A. Campaigns:Within the campaign creation process, you can define multiple experiencesand allocate traffic percentages to each. This allows you to test different variations of content, messaging, or offers to see which resonates most effectively with your audience. You can then analyze the results to determine which experience drives the highest engagement, conversions, or other desired outcomes.
* D. Templates:Templates define the structure and content of personalized experiences. By creating multiple versions of a template with variations in layout, messaging, or calls to action, you can A/B test different design approaches. This helps identify the most effective way to present information and encourage user interaction

NEW QUESTION # 24
Which data feed integrates external system data into a user's profile levargaing identity attributes?

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

Answer: B

Explanation:
TheUser Feedintegrates 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 # 25
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