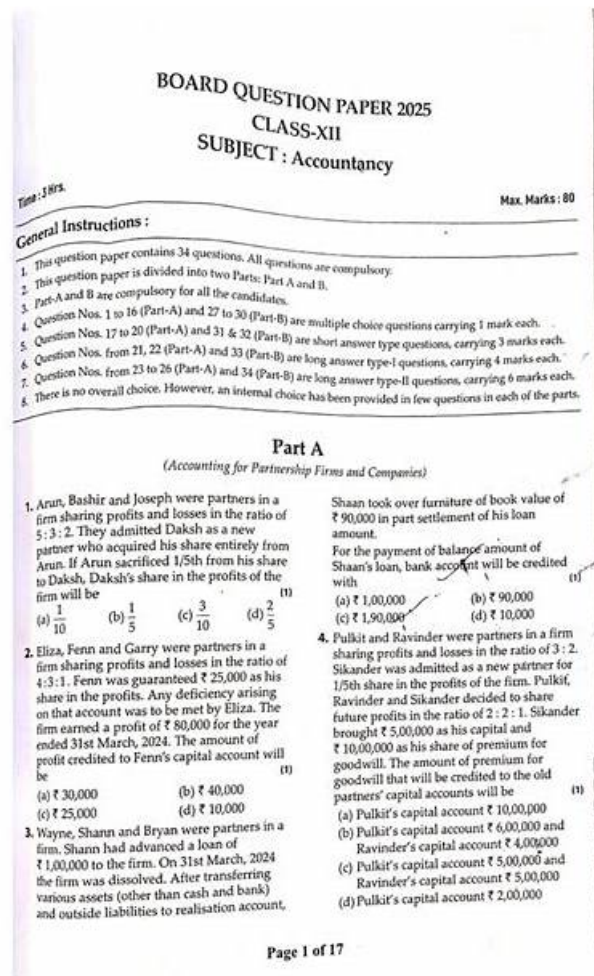


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Salesforce Marketing Cloud Personalization Accredited Professional Sample

Questions (Q59-Q64):

NEW QUESTION # 59

How does interaction studio deliver technical value to marketers? [Check]

- A. By listening to customer signals, understanding customer intent, and acting accordingly
- B. By providing a cloud-based application designed to help salespeople sell smarter and faster
- C. By providing a cloud-based unified e-commerce platform with mobile, AI personalisation, order management capabilities, and related services for B2C
- D. By providing a platform to manage, schedule, create and monitor content

Answer: A

Explanation:

Interaction Studio delivers technical value by enabling marketers to:

- * Listen to customer interactions across channels.
- * Understand intent using AI and machine learning.
- * Act in real time to deliver personalized experiences.

Reference: Salesforce Interaction Studio Technical Benefits Guide.

NEW QUESTION # 60

A brand wants to do an ad-hoc export of a new user-defined attributes, what option would they choose?

- A. The option to include all custom fields on a segment export
- B. The option to exclude anonymous fields on a segment export
- C. The option to include built-in fields on a segment export
- D. The option to send segment data to Marketing Cloud

Answer: A

Explanation:

When exporting user-defined attributes, selecting the option to include all custom fields ensures that all newly created custom attributes are part of the export.

This functionality is especially useful for ad-hoc data exports to analyze or integrate additional user data.

Reference: Salesforce Interaction Studio Segment Export Guide.

NEW QUESTION # 61

What is the Salesforce point of view for end to end flow of data for real-time personalization within interaction studio? [Check]

- A. Data-in, understand, engage, data-out, analyse
- B. Know, understand, personalise, engage, analyse
- C. Identify, understand, decide, act, analyse
- D. Profile, insight, understand, act, analyse

Answer: C

Explanation:

The Salesforce point of view for real-time personalization within Interaction Studio focuses on:

- * Identify:
 - * Capturing user data and behavior from various touchpoints.
- * Understand:
 - * Analyzing collected data to derive insights about preferences, interests, and intent.
- * Decide:
 - * Using machine learning and AI to determine the most relevant personalization actions.
- * Act:
 - * Delivering personalized content or experiences in real-time.
- * Analyse:
 - * Monitoring and evaluating campaign performance to optimize outcomes.

References:

NEW QUESTION # 62

How quickly does Marketing Cloud Personalization synthesize and activate data to gauge and respond to an individual's in-the-moment intent, across channels?

- A. 30 milliseconds
- B. 30 seconds
- C. 1 minute
- D. 1 second

Answer: A

Explanation:

Marketing Cloud Personalization synthesizes and activates data within 30 milliseconds, enabling real-time personalization and decision-making across channels.

Reference: Salesforce Interaction Studio Real-Time Engagement Documentation.

NEW QUESTION # 63

Which campaign type needs to be configured to setup the interaction studio connector for sales and service clouds?

- A. Server-side campaign
- B. Email campaign
- C. Mobile campaign
- D. Web campaign

Answer: A

Explanation:

Server-side campaigns are configured when setting up the Interaction Studio connector for Sales and Service Clouds. This campaign type enables the integration of user interactions and data captured in these clouds for real-time personalization and engagement.

Reference: Salesforce Interaction Studio Documentation - Connector Setup for Sales and Service Clouds.

NEW QUESTION # 64

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