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## Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q92-Q97):

### NEW QUESTION # 92

What are the three types of ingredients available for a recipe?

- A. Machine Learning
- B. Promotions
- C. Catalog-based and Trending
- D. Recommendations
- E. Co-Occurrence

**Answer: C,D,E**

Explanation:

Within the context of Salesforce Marketing Cloud's Interaction Studio (formerly Evergage), "recipes" are pre-built configurations for personalized recommendations. These recipes utilize different types of "ingredients" to determine which items to recommend. Let's break down the correct options:

A: Catalog-based and Trending

\* Verified: This is a type of ingredient used in Interaction Studio recipes.

\* Explanation:

\* Catalog-based: This ingredient leverages data from your product or content catalog. It can recommend items based on various catalog attributes like:

\* Category: Recommending items from the same or related categories as items the user has viewed or interacted with.

\* Attributes: Recommending items that share specific attributes (e.g., color, brand, size) with items the user has shown interest in.

\* Keywords: Recommending items whose descriptions or metadata match keywords derived from user behavior.

\* Trending: This ingredient considers the overall popularity or trending status of items within your catalog, often within a specific timeframe (e.g., "Trending in the last 7 days").

\* Salesforce Marketing Cloud References:

\* Interaction Studio Recipes: The Interaction Studio documentation describes the various recipe types and the ingredients they use.

B: Recommendations

\* Verified: This is a broad category encompassing ingredients that generate recommendations based on various algorithms.

\* Explanation:

\* Recommendation Algorithms: Interaction Studio employs different algorithms to generate recommendations, including:

\* Collaborative Filtering: Recommending items that similar users have liked or interacted with.

\* Content-Based Filtering: Recommending items that are similar in content or attributes to items the user has shown interest in.

\* User Affinity: Recommending items based on the user's overall affinity for particular categories, brands, or attributes, calculated from their historical interactions.

\* Note: "Recommendations" is a more general term. Specific recommendation ingredients might have names like "User-to-Item Affinity," "Item-to-Item Similarity," or use algorithm names directly.

C: Co-Occurrence

\* Verified: This is a specific type of recommendation ingredient that focuses on items frequently viewed or purchased together.

\* Explanation:

\* Co-occurrence Logic: This ingredient identifies items that are often viewed or purchased in the same session or within a short timeframe. It suggests that if a user is interested in item A, they are also likely to be interested in item B because other users have frequently interacted with both items together.

\* Examples:

\* "Customers who bought this item also bought..."

\* "Frequently viewed together"

## NEW QUESTION # 93

What are three ways segments are used in marketing cloud personalization?

- A. Creating related lists within Salesforce CRM
- B. Targeting for campaigns
- C. Analytics, trends and engagement
- D. Recommending products
- E. Set goal and filtersb)

**Answer: B,C,D**

Explanation:

\* Recommending Products: Segments enable personalized recommendations based on user behavior and preferences.

\* Targeting for Campaigns: Segments define audiences for specific campaigns, ensuring relevance and higher engagement.

\* Analytics, Trends, and Engagement: Segments provide insights into user behavior, enabling trend analysis and engagement tracking.

#### NEW QUESTION # 94

What are Marketing Cloud Personalization's machine learning powered algorithms called?

- A. Data Science Workbench
- B. Einstein Decisions
- C. Machine Learning Tools
- D. Einstein Recipes

**Answer: D**

Explanation:

Marketing Cloud Personalization's machine learning-powered algorithms are referred to as Einstein Recipes.

\* They enable personalized recommendations and decisions by combining machine learning models with business logic.

\* Marketers can customize these recipes to optimize recommendations based on specific use cases.

References:

\* Salesforce Interaction Studio Documentation - Einstein Recipes

#### NEW QUESTION # 95

What are IS machine learning powered algorithms called?

- A. Data Science Workbends
- B. Einstein Decisions
- C. Machine Learning Tools
- D. Einstein Recipe

**Answer: D**

Explanation:

Einstein Recipes are the machine-learning-powered algorithms used in Interaction Studio (IS) to deliver personalized recommendations.

These recipes allow businesses to customize AI models to align with their specific goals.

Reference: Salesforce Interaction Studio Documentation - Einstein Recipes Overview.

#### NEW QUESTION # 96

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. Profile, insight, understand, act, analyse
- D. Identify, understand, decide, act, analyse

**Answer: D**

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:

\* Salesforce Interaction Studio Documentation - Real-Time Personalization Flow

## NEW QUESTION # 97

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