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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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