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Salesforce Marketing Cloud Personalization Accredited Professional Exam

Sample Questions (Q118-Q123):

NEW QUESTION # 118

What are two ways to populate the interaction studio catalog? [check]

- A. Third-party integration
- B. Web sdk
- C. ETL Feed
- D. Email pixel

Answer: B,C

Explanation:

Two ways to populate the Interaction Studio catalog are:

- * ETL Feed (Answer A):
 - * Uses scheduled file uploads to update catalog data, including product or content details.
- * Web SDK (Answer C):
 - * Automatically captures catalog data from a website during user interactions.

References:

- * Salesforce Interaction Studio Documentation - Catalog Management

NEW QUESTION # 119

Where can a developer access pre-built Global Templates?

- A. From the Templates list when building a campaign
- B. View List Template option in the Launcher
- C. Templates menu under the web Campaign menu in the UI
- D. From code examples in developer docs

Answer: B

Explanation:

Developers can access pre-built Global Templates through the Salesforce Interactions SDK Launcher Chrome extension. This extension provides a convenient interface for managing various aspects of Marketing Cloud Personalization development, including accessing and cloning Global Templates.

Here's how to access them:

- * Open the Salesforce Interactions SDK Launcher Chrome extension.
- * Click the "View List" section of the template button. This will open a tab displaying available templates.
- * Click the "Global Templates" tab. This tab contains a list of all available Global Templates.
- * To clone a template, click the "Clone Global Template" button associated with the desired template.

Why not the other options:

- * B. From the Templates list when building a campaign: While you can select templates when building a campaign, this list typically includes custom templates and may not showcase all available Global Templates.
- * C. From code examples in developer docs: Developer documentation may provide code snippets or examples, but it doesn't offer a direct way to access and clone the complete Global Templates.
- * D. Templates menu under the web Campaign menu in the UI: This menu usually focuses on managing custom templates created within your account, not the pre-built Global Templates.

Salesforce Marketing Cloud References:

- * Get Started with Global Web Templates: This documentation provides a comprehensive overview of Global Templates, their purpose, and how to access them through the Salesforce Interactions SDK Launcher. [Link to document](#)
- * Salesforce Interactions SDK Launcher: This page provides information about the Chrome extension and its functionalities, including accessing Global Templates. [Link to document \[invalid URL removed\]](#) By accessing and cloning Global Templates, developers can leverage pre-built structures and functionalities, saving time and effort in creating personalized web experiences.

NEW QUESTION # 120

How many total global goals and filters can you define for your dataset in IS?

- A. 25 filters and 25 goals
- B. 64 total for both filters and goals

- C. Unlimited
- D. 300 total between filters and goals

Answer: B

NEW QUESTION # 121

Which scenario is a valid interaction studio use case?

- **A. Recommendations in email which are personalized at open time**
- B. Machine learning driven insights within a customer database
- C. Recommendations in email which are personalised at send time
- D. Behavioural targeting with 3rd party audience data

Answer: A

NEW QUESTION # 122

When using B2B Detect, which two options are valid account origins?

- **A. Account Domain**
- B. Customer date of birth
- **C. IP address**
- D. Time of day

Answer: A,C

Explanation:

IP Address: B2B Detect can identify accounts based on the visitor's IP address, often linked to a business network.

Account Domain: It can also determine accounts by analyzing email domains or browsing activity linked to a company's domain.

Reference: Salesforce Interaction Studio B2B Detect Configuration Guide.

NEW QUESTION # 123

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