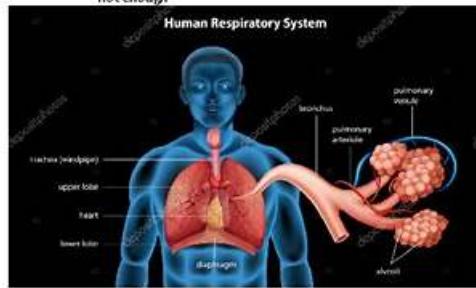


# AP-216 Exam Assessment, AP-216 Valid Exam Prep

## 216 Exam 3 Study Guide – Module 6 & 7

### Respiratory Assessment

- Tools
  - Stethoscope, watch, pulse ox, incentive spirometer
- Techniques
  - Inspection, palpation, percussion, auscultation
- Anatomy of the thorax (anterior)
  - Primary function
    - Exchange O<sub>2</sub> and CO<sub>2</sub> (acid) through respirations
    - Plays important role in maintaining acid-base balance
  - R lung has 3 lobes (RUL, RML, RLL)
  - L lung has 2 lobes (LUL, LLL)
- Anatomy of the thorax (lateral)
  - Auscultate the right middle lobe via the axillae
  - The left lung has 2 lobes
- Anatomy of the thorax (posterior: back)
  - Percuss and auscultate between the scapula and vertebrae on the upper portion of the back
  - Below the scapula, the sites are among with the right and left scapular lines
- Breathing out the chest contracts diaphragm relaxes; Breathing in the chest expands diaphragm contracts
- Gas exchange O<sub>2</sub> & CO<sub>2</sub>
  - Ventilation: exchange of O<sub>2</sub> and CO<sub>2</sub> in lungs
  - Diffusion: exchange of O<sub>2</sub> and CO<sub>2</sub> between alveoli and RBCs (in blood) → hypoxemia if not enough
  - Perfusion: exchange of O<sub>2</sub> and CO<sub>2</sub> between RBCs and body tissues → hypoxia if not enough



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## **Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q77-Q82):**

## NEW QUESTION # 77

Which data feed integrates external system data into a user's profile leveraging identity attributes?

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

### Answer: D

Explanation:

The User Feed integrates 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 # 78

What are the three types of mobile campaigns a business user can create in IS?

- **A. SMS Text Message**
- **B. Push Message**
- C. Browser Notification
- **D. In-App Notification**
- E. JSON Data A

### Answer: A,B,D

Explanation:

Salesforce Marketing Cloud (SFMC) provides powerful mobile marketing capabilities through Mobile Studio and Interaction Studio (IS). Businesses can engage customers using three types of mobile campaigns:

\* Definition: SMS (Short Message Service) is used to send text messages directly to a user's mobile device.

\* Use Case: Best for time-sensitive promotions, alerts, and transactional messages.

\* Steps to Create in SFMC:

\* Navigate to Mobile Studio > Mobile Connect.

\* Set up the SMS configuration by selecting the Sender Profile.

\* Create an SMS Message Template under Mobile Connect.

\* Configure the audience using relevant segmentation criteria.

\* Test and send the SMS campaign.

\* References: Salesforce Marketing Cloud Documentation - Mobile Connect Setup and SMS Campaigns.

#### 1. SMS Text Message

\* Definition: Push notifications are sent to users via a mobile app to encourage engagement and drive specific actions.

\* Use Case: Ideal for re-engagement and sending tailored updates.

\* Steps to Create in SFMC:

\* Navigate to Mobile Studio > Push.

\* Configure App SDK Integration to enable push notifications.

\* Define your Push Message content, including title and message.

\* Specify segmentation using Audience Builder or Journey Builder.

\* Schedule and send the Push campaign.

\* References: Salesforce Marketing Cloud Documentation - Push Notification Guide.

#### 2. Push Message

\* Definition: In-app notifications are messages displayed within the app while users are actively using it.

\* Use Case: Perfect for guiding user actions within the app, such as onboarding, product announcements, or updates.

\* Steps to Create in SFMC:

\* Navigate to Interaction Studio > In-App Messages.

\* Select a trigger point for displaying the notification (e.g., on login or action completion).

\* Design the content and layout of the in-app message.

\* Use Journey Builder to configure the message's audience and timing.

\* Deploy and monitor engagement metrics.

\* References: Salesforce Interaction Studio Documentation - In-App Notification Configuration.

#### 3. In-App Notification

Summary: These three types of campaigns (SMS Text Message, Push Message, and In-App Notification) empower businesses to

create omnichannel mobile engagement strategies. Salesforce Marketing Cloud and Interaction Studio provide a flexible framework to set up, customize, and analyze these campaigns effectively.

Official Documentation References:

- \* Salesforce Marketing Cloud Mobile Studio Guide.
- \* Interaction Studio In-App Notification Setup: Salesforce Help.

#### NEW QUESTION # 79

A marketer would like to display the most common products purchased by previous buyers along with the main item on a product page, which ingredient would they need to use in the recipe?

- A. Similar Items
- B. Co-Browse
- C. Trending
- D. Co-Buy

**Answer: D**

Explanation:

- \* The Co-Buy ingredient in a recipe identifies and displays products commonly purchased together.
- \* On a product page, it can recommend complementary items based on the main product being viewed.

References:

- \* Salesforce Interaction Studio Documentation - Recipes and Ingredients

#### NEW QUESTION # 80

What are the two competitive advantages of interaction studio? [check]

- A. Integrated content management system
- B. True Real-Time Decisioning
- C. Monitors active time spent and true engagement
- D. Managers Consent

**Answer: B,C**

Explanation:

- \* Monitors Active Time Spent and True Engagement: Interaction Studio measures meaningful user engagement, focusing on active time spent rather than passive metrics.
- \* True Real-Time Decisioning: The platform processes data in real-time to provide instant, personalized decisions based on user interactions.

#### NEW QUESTION # 81

What would a marketer include if they want to ensure they display recommendations from more than one category?

- A. Exclusion
- B. Ingredient
- C. Booster
- D. Variation

**Answer: D**

Explanation:

To ensure recommendations are displayed from more than one category in a recipe:

- \* Include a Variation, which allows diversification of recommendations across categories to avoid redundancy and improve user experience.

References:

- \* Salesforce Interaction Studio Documentation - Recipe Variations

## NEW QUESTION # 82

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