

# Use Salesforce Marketing-Cloud-Personalization PDF Questions To Take Exam With Confidence

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### Salesforce Marketing Cloud Personalization Accredited Professional Exam Sample Questions (Q11-Q16):

#### NEW QUESTION # 11

What three components can a web developer define by pageType?

- A. Campaign
- B. Capturing Attribute
- C. Goals
- D. Item Actions
- E. Content Zones

Answer: B,D,E

#### NEW QUESTION # 12

Which three components of a recipe are optional when configuring a new algorithm?

- A. Exclusions
- B. Variation
- C. Ingredients
- D. Boosters
- E. Decisions

Answer: A,B,D

#### NEW QUESTION # 13

If a developer needs to test a website where a beacon from a different dataset has been deployed, which feature of the Evergage Launcher needs to be enabled to simulate?

- A. Developer tools
- B. Force SDK URL

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The Marketing Cloud Personalization Accredited Professional certification exam tests your knowledge of various aspects of Salesforce's Marketing Cloud, including its capabilities and features for creating personalized experiences for customers, as well as your ability to create and manage personalized customer journeys. Marketing-Cloud-Personalization exam also covers topics such as data management, segmentation, automation, and analytics.

Salesforce Marketing-Cloud-Personalization (Marketing Cloud Personalization Accredited Professional) Exam is an important certification for professionals looking to demonstrate their expertise in using Salesforce's Marketing Cloud for personalization. Marketing-Cloud-Personalization Exam is designed to test your knowledge of Marketing Cloud features such as automation, segmentation, and personalization. By passing Marketing-Cloud-Personalization exam, you will become a certified Marketing Cloud Personalization Accredited Professional, demonstrating your ability to create personalized experiences for your customers.

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To prepare for the exam, individuals should have a strong understanding of the Marketing Cloud's personalization features, including segmentation, dynamic content, and predictive intelligence. They should also have experience using these features to create successful marketing campaigns.

## Salesforce Marketing Cloud Personalization Accredited Professional Exam Sample Questions (Q117-Q122):

### NEW QUESTION # 117

What are the three primary areas of data stored in IS which represent a company's key business informative?

- A. Operational information
- B. Statistical tracking of KPI's
- C. User behaviour
- D. Shadow catalog information
- E. Employee performance

**Answer: B,C,D**

### NEW QUESTION # 118

What is a rule criteria that you can use in the segment creation process?

- A. Dimensions
- B. Social Mentions
- C. Email Click Throughs
- D. Actions

**Answer: D**

Explanation:

When creating segments in Marketing Cloud Personalization, Actions serve as a crucial rule criteria. Actions represent the specific behaviors and interactions users perform on your website, mobile app, or other digital channels. These actions provide valuable insights into user preferences, intent, and engagement.

Here 's how Actions are used in segment creation:

**Defining segment criteria:** You can create segments based on specific actions users have taken, such as viewing a product, adding an item to their cart, completing a purchase, or abandoning a form. This allows you to group users based on their demonstrated interests and behaviors.

**Combining with other criteria:** Actions can be combined with other rule criteria, such as user attributes (demographics, location) or session attributes (time of day, device type), to create highly targeted segments.

This enables you to define complex rules that capture nuanced user behavior.

**Real-time segmentation:** Actions are tracked in real-time, allowing for dynamic segment updates. As users perform actions, they are automatically added or removed from segments based on the defined criteria. This ensures that your segments always reflect the latest user behavior.

### NEW QUESTION # 119

What is the salesforce point of view for end to end flow of data for real-time personalization within interaction studio?

- A. Know, understand, personalise, engage, analyse
- B. Data-in, understand, engage, data-out, 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 # 120**

Which entry source event type needs to be configured for a journey to be used in the segment join to journey builder feature?

- A. Salesforce data
- B. Date based
- C. Audience
- **D. API**

**Answer: D**

#### **NEW QUESTION # 121**

If a developer needs to test a website where a beacon from a different dataset has been deployed, which feature of the Evergage Launcher needs to be enabled to simulate?

- A. Inject SDK
- B. Developer tools
- C. Campaign Debugger
- **D. Force SDK URL**

**Answer: D**

Explanation:

When testing a website where a beacon from a different dataset is deployed, the Force SDK URL feature in the Evergage Launcher is used.

\* This allows developers to load and simulate a different dataset by specifying the SDK URL, enabling them to troubleshoot and test scenarios accurately.

References:

\* Salesforce Interaction Studio Developer Documentation - Evergage Launcher

#### **NEW QUESTION # 122**

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