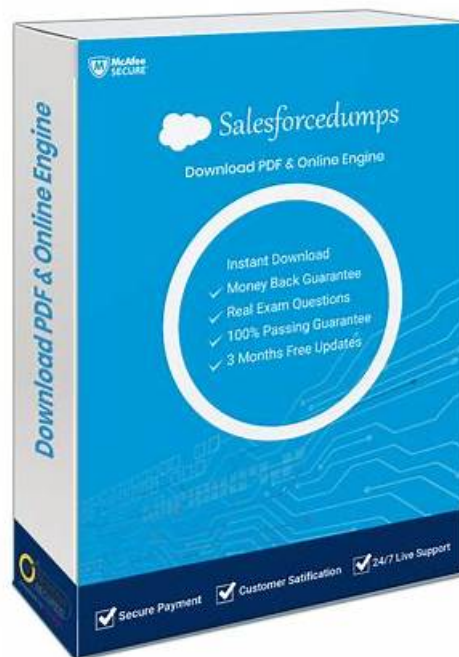# Free PDF 2026 Accurate Salesforce AP-216 Dumps Collection

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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q22-Q27):

NEW QUESTION # 22
A customer receives emails from her favorite brand that are not personalized to her interest. What Marketing Cloud Personalization feature will help improve this customer's experience?

- A. Open time email
- B. A/B testing
- C. Rule-based targeting
- D. Surveys

Answer: A

Explanation:
Rule-based targeting in Marketing Cloud Personalization allows marketers to define specific criteria or rules that determine which content or experiences are delivered to individual customers. This enables a higher level of personalization compared to sending generic email blasts.
Here's how rule-based targeting can improve the customer's experience:
* Personalized content:By setting rules based on customer attributes, behavior, or preferences, marketers can ensure that emails contain relevant content that aligns with the customer's interests. This could include product recommendations, targeted promotions, or content related to their past interactions.
* Segmentation:Rule-based targeting allows for the creation of dynamic segments based on various criteria. This ensures that customers receive emails tailored to their specific needs and preferences, rather than generic messages intended for a broad audience.
* Improved engagement:When emails are personalized and relevant, customers are more likely to engage with them, leading to higher open rates, click-through rates, and conversions. This fosters a stronger customer relationship and increases the effectiveness of email marketing campaigns.
Why not the other options:
* B. Open time email:Open time email optimizes email send times based on when a customer is most likely to open them. While this can improve deliverability, it doesn't directly address the issue of personalization.
* C. Surveys:Surveys can collect valuable customer feedback but don't directly personalize email content.
* D. A/B testing:A/B testing compares different versions of an email to see which performs better. While useful for optimization, it doesn't inherently guarantee personalized content.
Salesforce Marketing Cloud References:
* Create and Manage Rules:This documentation explains how to create and manage rules in Marketing Cloud Personalization, which form the basis of rule-based targeting. Link to document [invalid URL removed]
* Targeted Emails:This resource provides information on how to create targeted email campaigns using rule-based personalization. Link to document [invalid URL removed] By implementing rule-based targeting, marketers can ensure that emails are personalized to each customer's interests, leading to a more engaging and satisfying experience.

NEW QUESTION # 23
What are three features of the WebSDK when deployed on a website?

- A. Sitemapping for data collection
- B. Rendering campaign for personalisation
- C. Configure filters and goals
- D. Loading data from ETL feeds
- E. Identity and cookie management

Answer: A,B,E

Explanation:
* Rendering Campaign for Personalization:
* WebSDK enables the dynamic rendering of personalized campaigns directly on the website. It adapts content based on

predefined rules and user behavior.

NEW QUESTION # 24
How quickly does Marketing Cloud Personalization synthesize and activate data to gauge and respond to an individual's in-the-moment intent, across channels?

- A. 1 minute
- B. 30 seconds
- C. 1 second
- D. 30 milliseconds

Answer: D

Explanation:
Marketing Cloud Personalization synthesizes and activates data within30 milliseconds, enabling real-time personalization and decision-making across channels.
Reference: Salesforce Interaction Studio Real-Time Engagement Documentation.

NEW QUESTION # 25
Where can a developer access pre-built Global Templates?

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

Answer: A

Explanation:
Developers can access pre-built Global Templates through theSalesforce 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" buttonassociated 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 andfunctionalities, saving time and effort in creating personalized web experiences.

NEW QUESTION # 26
What ingredient could a marketer use as a backup in the event that the recipe serves too few or no items?

- A. Co-Buy
- B. Co-Browse
- C. Trending

- D. SmartBundle

Answer: C

Explanation:
* TheTrendingingredient is often used as a backup in recipes to ensure that popular products or content are displayed when no personalized recommendations are available.

NEW QUESTION # 27

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