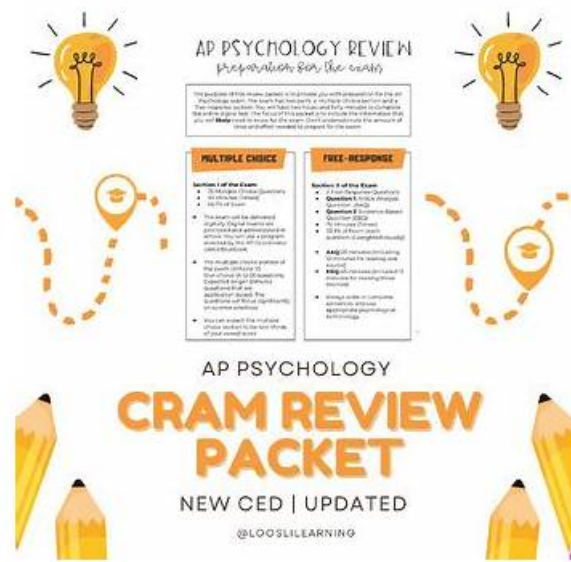


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## Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q111-Q116):

### NEW QUESTION # 111

What are the three ways segments are used in Interaction studio?

- A. Recommending products

- B. Creation related lists within salesforce CRM
- C. Set goals and filters
- D. Analytics, trends and engagement
- E. Targeting for campaigns

**Answer: C,D,E**

Explanation:

Segments in Interaction Studio are used for:

- \* Set Goals and Filters (Answer A):
- \* Use segments to define audience-specific goals and refine data views.
- \* Targeting for Campaigns (Answer B):
- \* Segments help target specific user groups in campaigns to deliver personalized content.
- \* Analytics, Trends, and Engagement (Answer D):
- \* Analyze segment-level trends and behaviors to inform decision-making.

References:

- \* Salesforce Interaction Studio Documentation - Segment Usage

## NEW QUESTION # 112

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

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

**Answer: B,D,E**

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 # 113

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

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

**Answer: B**

Explanation:

In Marketing Cloud Personalization, the User Feed is specifically designed to integrate external system data into user profiles by leveraging identity attributes. This allows businesses to enrich user profiles with valuable information from various sources, such as CRM systems, loyalty programs, or other marketing platforms.

Here's how the User Feed works:

\* Identity resolution: The User Feed utilizes identity attributes, such as email addresses, customer IDs, or loyalty numbers, to match incoming data with existing user profiles in Marketing Cloud Personalization. This ensures that data is accurately associated with the correct individuals.

\* Data enrichment: Once a match is found, the User Feed appends the incoming data to the user's profile.

This can include a wide range of attributes, such as demographics, purchase history, preferences, loyalty status, or any other relevant information from the external system.

\* Enhanced personalization: By enriching user profiles with data from various sources, the User Feed enables more granular segmentation, targeted campaigns, and personalized recommendations. This leads to a more relevant and engaging customer experience.

### NEW QUESTION # 114

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

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

**Answer: A,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 # 115

Which two success metrics can a company achieve with Marketing Cloud Personalization on their web channel?

- **A. Increase in revenue**
- B. Increase in first time visitors
- C. Increase in organic search ranking
- **D. Increase in conversion rate**

**Answer: A,D**

Explanation:

\* Increase in Conversion Rate: Marketing Cloud Personalization enables targeted and dynamic recommendations, driving higher conversion rates.

\* Increase in Revenue: By improving engagement and personalization, it directly impacts overall revenue.

### NEW QUESTION # 116

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