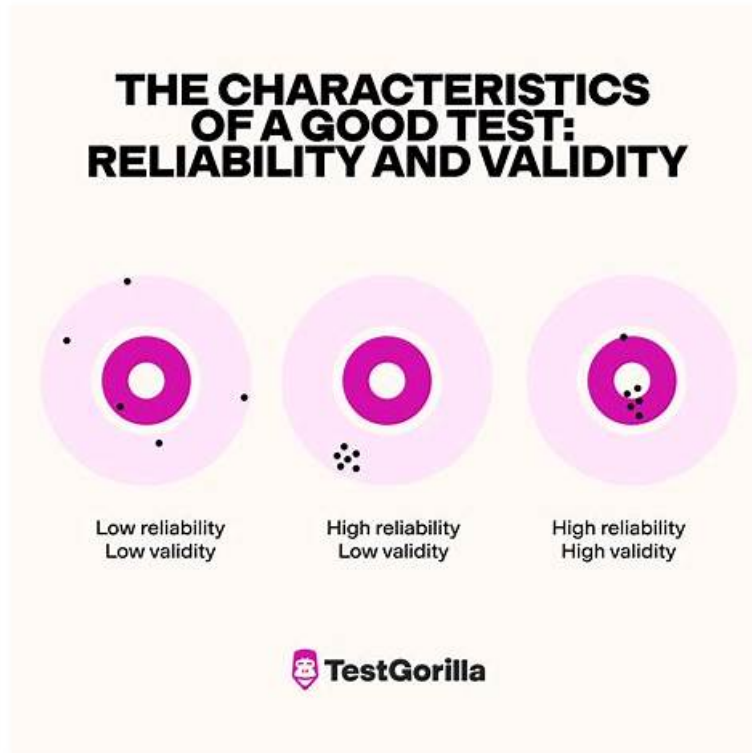


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Salesforce Marketing Cloud Personalization Accredited Professional Sample

Questions (Q72-Q77):

NEW QUESTION # 72

Which two components does a user need to configure in Marketing Cloud Personalization to display Einstein product recommendations via the Marketing Cloud Personalization Connector for Sales and Service Cloud?

- A. Einstein Recipes
- B. Promotions
- C. Einstein Decisions
- D. Catalog Items

Answer: A,D

Explanation:

To display Einstein product recommendations via the Marketing Cloud Personalization Connector for Sales and Service Cloud, configure:

* Catalog Items (Answer A):

* Populate and maintain a catalog of products or content to enable recommendations.

* Einstein Recipes (Answer C):

* Set up personalized recommendation logic using recipes to determine which products are suggested.

References:

* Salesforce Marketing Cloud Documentation - Einstein Recommendations Integration

NEW QUESTION # 73

What are the components of an Marketing Cloud Personalization web campaign?

- A. Affinity, infobar, and attribution window
- B. Experience, template, and content zone
- C. Email capture, homepage, and product requisite
- D. Configured recipe, visitor profile, and content window

Answer: B

Explanation:

A Marketing Cloud Personalization web campaign includes:

* Experience:

* Defines the rules and personalization logic for delivering content.

* Template:

* Determines the design and layout of the content displayed.

* Content Zone:

* Specifies the location on the webpage where personalized content is rendered.

References:

* Salesforce Marketing Cloud Documentation - Web Campaign Components

NEW QUESTION # 74

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

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

Answer: A,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 # 75

How does interaction studio deliver technical value to marketers? [Check]

- A. By providing a cloud-based unified e-commerce platform with mobile, AI personalisation, order management capabilities, and related services for B2C
- **B. By listening to customer signals, understanding customer intent, and acting accordingly**
- C. By providing a platform to manage, schedule, create and monitor content
- D. By providing a cloud-based application designed to help salespeople sell smarter and faster

Answer: B

Explanation:

Interaction Studio delivers technical value by enabling marketers to:

- * Listen to customer interactions across channels.
- * Understand intent using AI and machine learning.
- * Act in real time to deliver personalized experiences.

Reference: Salesforce Interaction Studio Technical Benefits Guide.

NEW QUESTION # 76

Which three components of a server side campaign must be coded by a developer?

- **A. Parsing the JSON Response**

- B. Content Selection
- C. Tracking of campaign statistics
- D. EVENT API Request
- E. Campaign Setup

Answer: A,B,D

Explanation:

- * Parsing the JSON Response: Developers need to process the JSON response from the server to render the appropriate campaign content.
- * Content Selection: Logic for dynamically selecting and displaying content based on campaign rules must be implemented.
- * EVENT API Request: Developers use the Event API to send data to Interaction Studio for real-time personalization.

NEW QUESTION # 77

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