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

NEW QUESTION # 117

A customer service representative for a bank is on the phone with a prospect and wants to promote the next best offer based on digital behaviour. How would they accomplish this in service cloud?

- **A. The agent uses a customized next best offer widget powered by the interaction studio connector**
- B. Leverage service cloud to inform IS in real-time
- C. Use machine learning to serve product/ content recommendations in email sent by your ESP
- D. Manually sync data from Interaction studio to service cloud

Answer: A

Explanation:

Interaction Studio integrates with Service Cloud to provide agents with aNext Best Offer widget. This widget leverages real-time behavioral data and machine learning to surface personalized offers.

Reference: Salesforce Interaction Studio and Service Cloud Integration Documentation.

NEW QUESTION # 118

What two features of interaction studio can be used in an open-time email campaign?

- A. Promotion
- B. Attribute
- C. Recipe
- D. Survey

Answer: A,C

Explanation:

In Interaction Studio, open-time email campaigns can dynamically personalize content for users at the moment they open an email. The two features utilized in open-time emails are:

* Promotion (Answer A):

* Promotions allow marketers to deliver dynamic offers or messages to users. At open time, these promotions adapt based on the recipient's real-time behavior and attributes.

* Use Case: Displaying a promotion for a sale or an offer personalized to the user's recent activities.

* Recipe (Answer D):

* Recipes drive dynamic content recommendations, such as product suggestions or personalized content blocks, in the email.

Recipes dynamically adjust based on user preferences or real-time context at the time of email open.

* Use Case: Recommending products based on recent browsing history or purchase behavior.

References:

* Salesforce Interaction Studio Documentation - Open-Time Email Personalization

NEW QUESTION # 119

Which two options are valid use cases for a segment?

Choose 2 answers

- A. Identifying users who have purchased a certain value in a specified time period
- B. Identifying users who abandoned a shopping cart today
- C. Identifying users for activation within an integrated Demand Side Platform
- D. Identifying users who viewed a YouTube advertising campaign

Answer: A,B

Explanation:

* Users who purchased a certain value: Segments can identify high-value customers for retention or upsell campaigns.

* Users who abandoned a shopping cart: Segments track users who exhibited intent but did not complete a purchase, enabling re-engagement.

NEW QUESTION # 120

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

- A. Profile, insight, understand, act, analyse
- B. Know, understand, personalise, engage, analyse
- C. Identify, understand, decide, act, analyse
- D. Data-in, understand, engage, data-out, analyse

Answer: C

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 # 121

Which campaign type needs to be configured to setup the interaction studio connector for sales and service clouds?

- A. Web campaign
- **B. Server-side campaign**
- C. Email campaign
- D. Mobile campaign

Answer: B

NEW QUESTION # 122

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