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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q104-Q109):

NEW QUESTION # 104
What qualifies a web vistor to see any experience of a Web Campaign?

- A. Einstein Next Best Action
- B. Email Campaign Rules
- C. Campaign Targeting Rules
- D. Einstein Recipe Ingredients

Answer: C

Explanation:
In Marketing Cloud Personalization,Campaign Targeting Rulesare the key determinants of whether a web visitor qualifies to see a specific experience within a web campaign. These rules act as filters, evaluating visitor attributes, behavior, and context to decide which experience, if any, should be displayed.
Here's how Campaign Targeting Rules work:
* Defining criteria:Marketers define specific criteria or conditions within the campaign setup. These criteria can include user attributes (demographics, location, loyalty status), behavioral data (past purchases, browsing history), or real-time context (device type, time

of day).
* Evaluating visitors:When a visitor arrives on the website, Marketing Cloud Personalization evaluates their profile and behavior against the defined targeting rules.
* Delivering experiences:If a visitor meets the criteria of a specific rule, they are eligible to see the corresponding experience within the campaign. This could involve personalized content, targeted offers, or customized recommendations.

NEW QUESTION # 105

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

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

Answer: B,C

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 # 106

A brand's website is seeing high traffic but much of the behaviour is anonymous. How does IS unify anonymous identifies?

- A. IS synchronise anonymous and knows profiles once a day based or online traffic and data offer sources
- B. IS constantly monitors identifying information then user determines matching to determine if two or more profiles identify
- C. IS users third party software to match anonymous and knows identifies
- D. IS uses probability matching to determine if two or more profiles represent for user identity

Answer: D

Explanation:
* Employingprobabilistic matching algorithmsto evaluate whether multiple anonymous profiles belong to the same user.
* Merging profiles when sufficient data overlap or identifying information becomes available, allowing for a seamless personalized experience.
References:
* Salesforce Interaction Studio Documentation - Profile Unification

NEW QUESTION # 107

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

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

Answer: B

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 # 108

What is the Marketing Cloud Personalization terminology for the collection of products and content as well as related categories, and tags - such as brand, gender, style, keyword, and author?

- A. Catalog
- B. Directory
- C. Objects
- D. Channel

Answer: A

Explanation:
TheCatalogis a collection of products and content along with related categories and tags (e.g., brand, gender, style). It is used for managing and personalizing recommendations.
Reference: Salesforce Interaction Studio Catalog Setup Documentation.

NEW QUESTION # 109

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