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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q20-Q25):

NEW QUESTION # 20
How does Guardian determine the expected range for a given metric?

- A. Guardian uses upper and lower bounds set by the user for each metric.
- B. Guardian comes with pre-built ranges for each metric, which cannot be configured
- C. Guardian queries the Data warehouse to establish logical the expected ranges
- D. Guardian uses continuous machine learning to set predict the expected range

Answer: D

Explanation:
Guardian in Salesforce Marketing Cloud Personalization (formerly Interaction Studio) is an anomaly- detection feature that monitors key metrics in your Personalization environment (e.g., impressions, clicks, add-to-cart events, revenue). Guardian compares real-time data against expected ranges to alert you if a potential anomaly is detected.
Below is how it determines the expected range:
* Historical Baseline and Machine Learning
* Guardian leverages historical data for each metric and applies machine learning algorithms to learn typical patterns. This includes seasonality, general traffic trends, and cyclical behaviors.
* As data is collected over time, Guardian refines the upper and lower thresholds for each monitored metric based on these learned patterns.
* Automated Threshold Adjustments
* Because Guardian is continuously learning, it adapts to new patterns in user behavior over time. If your site or campaign sees increased traffic due to a seasonal event or marketing push, Guardian will eventually absorb these changes into its baseline, allowing for more accurate anomaly detection.
* Real-Time Monitoring
* Guardian then uses these learned thresholds in real time. When a metric falls outside its expected bounds (too high or too low), Guardian flags this as a potential anomaly and can notify administrators or other stakeholders.
Salesforce Documentation References
* Salesforce Help:Monitor Metrics with Guardian
* Describes how Guardian uses machine learning to establish metric thresholds and detect anomalies.
* Salesforce Help:Analyzing Key Metrics
* Explains various ways to analyze metrics in Personalization, including how Guardian can highlight anomalies.
Why the Other Options Are Not Correct
* B. Guardian comes with pre-built ranges for each metric, which cannot be configured
* Incorrect. Guardian does not rely on unchanging static thresholds; it dynamically learns from your data.
* C. Guardian uses upper and lower bounds set by the user for each metric
* Partially correct in a custom scenario where manual thresholds can be set, but by default, Guardian's key benefit is its automated, machine-learning-driven approach.
* D. Guardian queries the Data Warehouse to establish logical expected ranges
* While Guardian does rely on your platform's data, it's not just a raw query. It uses machine learning models to understand patterns and anomalies rather than simply performing manual logic-based queries.

NEW QUESTION # 21
Which entry source event type needs to be configured for a journey to be used in the segment join to journey builder feature?

- A. API
- B. Salesforce data
- C. Audience
- D. Date based

Answer: C

Explanation:
To enable thesegment join to Journey Builderfeature in Interaction Studio:
* TheAudience entry source event typemust be configured.
* This allows segments created in Interaction Studio to be synchronized with Journey Builder, triggering journeys based on segment membership.
References:
* Salesforce Interaction Studio Documentation - Journey Integration

NEW QUESTION # 22
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. Manually sync data from Interaction studio to service cloud
- B. The agent uses a customized next best offer widget powered by the interaction studio connector
- C. Leverage service cloud to inform IS in real-time
- D. Use machine learning to serve product/ content recommendations in email sent by your ESP

Answer: B

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 # 23
Which two items can be included in the total engagement score calculation?

- A. Identity merge date
- B. Time of Day
- C. Visits
- D. Actions

Answer: C,D

Explanation:
* Visits (Answer B):
* The number of times a user visits a website or interacts with a channel.
* Actions (Answer C):
* Specific actions taken by the user, such as clicks, purchases, or form submissions.
These metrics reflect user interaction and engagement with the platform.
References:
* Salesforce Interaction Studio Documentation - Engagement Scoring

NEW QUESTION # 24
Which ETL feed is used to bring campaign tracking data from marketing cloud messaging & journeys or pardot?

- A. Manual segment ETL
- B. Product ETL
- C. External email campaign events ETL
- D. Transaction ETL

Answer: C

Explanation:
TheExternal Email Campaign Events ETLis used to:
* Bring campaign tracking data fromMarketing Cloud Messaging & JourneysorPardotinto Interaction Studio.
* This data helps unify customer interactions across email and other channels.
References:

* Salesforce Interaction Studio Documentation - External Campaign Data Integration

NEW QUESTION # 25

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