

New Salesforce Marketing-Cloud-Personalization Dumps Sheet - Marketing-Cloud-Personalization Reliable Dumps



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Getting the Marketing Cloud Personalization Accredited Professional Exam (Marketing-Cloud-Personalization) certification is the way to go if you're planning to get into Salesforce or want to start earning money quickly. Success in the Marketing Cloud Personalization Accredited Professional Exam (Marketing-Cloud-Personalization) exam of this credential plays an essential role in the validation of your skills so that you can crack an interview or get a promotion in a Salesforce company. Many people are attempting the Marketing Cloud Personalization Accredited Professional Exam (Marketing-Cloud-Personalization) test nowadays because its importance is growing rapidly.

Salesforce Marketing-Cloud-Personalization is a powerful marketing automation tool that helps businesses personalize customer experiences and drive engagement. The Marketing-Cloud-Personalization Accredited Professional Certification Exam is designed to test a candidate's knowledge and skills in using this platform to create personalized marketing campaigns.

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Salesforce Marketing-Cloud-Personalization (Marketing Cloud Personalization Accredited Professional) Certification Exam is a highly sought-after certification for professionals who want to demonstrate their expertise in Salesforce Marketing Cloud. Marketing Cloud Personalization Accredited Professional Exam certification is designed to test skills and knowledge in areas such as personalization, segmentation, content creation, and email marketing.

Salesforce Marketing Cloud Personalization Accredited Professional Exam Sample Questions (Q31-Q36):

NEW QUESTION # 31

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

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

Answer: B

Explanation:

- * Employing probabilistic matching algorithms to 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 # 32

What is the Salesforce point of view for end-to-end flow of data for real-time personalization within Interaction Studio? [Check]

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

Answer: A

NEW QUESTION # 33

What three components are defined by the developer in the Sitemap?

- A. Promotions
- **B. Events**
- **C. Page Types**
- **D. Content Zones**
- E. Campaigns

Answer: B,C,D

NEW QUESTION # 34

A brand is testing three campaigns, each one with a control experience. Which segment type can the brand setup to make sure the same group always gets the control experience?

- A. A/B test segment
- B. Location-based segment
- **C. Control group segment**
- D. Third party segment

Answer: C

Explanation:

To ensure the same group of users always gets the control experience:

* Control Group Segment:

* Define a segment specifically for control group allocation.

* This segment ensures consistency across campaigns, maintaining the same group in the control experience.

References:

- * Salesforce Interaction Studio Documentation - A/B Testing and Control Groups

NEW QUESTION # 35

When using B2B Detect, which two options are valid account origins?

- **A. Account Domain**
- B. Customer date of birth
- C. Time of day
- **D. IP address**

Answer: A,D

Explanation:

IP Address: B2B Detect can identify accounts based on the visitor's IP address, often linked to a business network.

Account Domain: It can also determine accounts by analyzing email domains or browsing activity linked to a company's domain.

Reference: Salesforce Interaction Studio B2B Detect Configuration Guide.

NEW QUESTION # 36

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