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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q47-Q52):

NEW QUESTION # 47

What are IS machine learning powered algorithms called?

- **A. Einstein Recipe**

- B. Data Science Workbends
- C. Machine Learning Tools
- D. Einstein Decisions

Answer: A

Explanation:

Einstein Recipes are the machine-learning-powered algorithms used in Interaction Studio (IS) to deliver personalized recommendations.

These recipes allow businesses to customize AI models to align with their specific goals.

Reference: Salesforce Interaction Studio Documentation - Einstein Recipes Overview.

NEW QUESTION # 48

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

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

Answer: D

NEW QUESTION # 49

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

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

Answer: C,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 # 50

What are the components of an interaction studio web campaign? [check]

- A. Email capture, homepage, and product requisite
- **B. Experience, template, and content Zone**
- C. Configured recipe, visitor profile, and content window
- D. Affinity, info bar and attribution window

Answer: B

Explanation:

The components of a web campaign in Interaction Studio are:

- * **Experience:**
 - * Defines the overall structure of the web campaign, including triggers and personalization rules.
 - * **Template:**
 - * Templates control the layout and look of the personalized content in the campaign.
 - * **Content Zone:**
 - * These are placeholders or regions within the webpage where dynamic content is displayed.
- Together, these elements provide a framework to deliver targeted and personalized web experiences.

References:

- * Salesforce Interaction Studio Documentation - Web Campaigns

NEW QUESTION # 51

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

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

Answer: A,B,C

Explanation:

Page Types:

- * Defines the structure of website pages, enabling accurate mapping of data and personalization rules.

NEW QUESTION # 52

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