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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q59-Q64):

NEW QUESTION # 59

Which scenario is a valid interaction studio use case?

- A. Recommendations in email which are personalised at send time
- B. Recommendations in email which are personalized at open time

- C. Machine learning driven insights within a customer database
- D. Behavioural targeting with 3rd party audience data

Answer: B

Explanation:

Interaction Studio supports personalization at open time for email recommendations. This ensures the content reflects the recipient's most recent behaviors and interactions at the time they open the email.

Reference: Salesforce Interaction Studio Documentation - Open Time Personalization for Email.

NEW QUESTION # 60

Which feature allows a business user to overlay campaign creation and editing directly on their website?

- A. Web Extension
- **B. Visual Editor**
- C. Web SDK
- D. Javascript Beacon

Answer: B

Explanation:

The Visual Editor in Interaction Studio allows business users to create and edit campaigns directly on their website using a simple overlay interface.

This feature enables non-technical users to manage personalization and campaigns without needing coding skills.

Reference: Salesforce Interaction Studio Documentation - Visual Editor Overview.

NEW QUESTION # 61

A business user wants to test the effectiveness of two CTA options, which testing option should the select?

- A. Rule Based Testing
- B. Time Based Testing
- **C. A/B Testing**
- D. Variation Testing

Answer: C

Explanation:

To test the effectiveness of two CTA options:

* Use A/B Testing to compare the performance of the options across a defined audience.

* Metrics such as click-through rates (CTR) and conversions are used to determine the winner.

References:

* Salesforce Interaction Studio Documentation - A/B Testing

NEW QUESTION # 62

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

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

Answer: B

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 # 63

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

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

Answer: A

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 # 64

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