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Salesforce Marketing-Cloud-Personalization (Marketing Cloud Personalization Accredited Professional) Exam is a certification that validates the expertise of professionals in the field of Salesforce Marketing Cloud Personalization. Marketing-Cloud-Personalization Exam is designed to test the knowledge and skills of individuals who are responsible for creating and implementing personalized marketing campaigns using the Salesforce platform.

Salesforce Marketing Cloud Personalization Accredited Professional Exam Sample Questions (Q82-Q87):

NEW QUESTION # 82

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 revenue
- C. Increase in first time visitors
- D. Increase in conversion rate

Answer: A,D

NEW QUESTION # 83

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

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

Answer: A

NEW QUESTION # 84

What qualifies a web visitor to see any experience of a Web Campaign?

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

Answer: B

Explanation:

In Marketing Cloud Personalization, Campaign Targeting Rules are 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 # 85

What two features of interaction studio can be used in an open-time email campaign?

- A. Survey
- B. Attribute
- C. Recipe
- D. Promotion

Answer: C,D

NEW QUESTION # 86

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

- Answer: C**

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