

Marketing-Cloud-Personalization Latest Test Testking & Current Marketing-Cloud-Personalization Exam Content



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The Salesforce Marketing-Cloud-Personalization Exam is designed for marketing professionals who want to enhance their knowledge and skills in personalizing marketing campaigns. Passing the exam shows that the individual has a deep understanding of how to use Marketing Cloud's personalization features to drive engagement, increase conversions, and boost overall marketing effectiveness.

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The Marketing-Cloud-Personalization Accredited Professional Exam is an essential certification for anyone who wants to demonstrate their proficiency in using Marketing Cloud's personalization features. It is a rigorous exam that requires candidates to have a deep understanding of Marketing Cloud's capabilities and how to use them to create targeted, relevant, and engaging customer experiences. By passing Marketing-Cloud-Personalization Exam, professionals can demonstrate their expertise in using Marketing Cloud to drive revenue growth and build brand loyalty.

Salesforce Marketing Cloud Personalization Accredited Professional Exam Sample Questions (Q26-Q31):

NEW QUESTION # 26

When configuring a new Identity Attribute which setting would you use if the attribute is unique to an individual across the entire dataset?

- A. Identity String
- B. Unique

- C. Identity Namespace
- D. Not Unique

Answer: B

NEW QUESTION # 27

How does interaction studio deliver technical value to marketers? [Check]

- A. By listening to customer signals, understanding customer intent, and acting accordingly
- B. By providing a cloud-based application designed to help salespeople sell smarter and faster
- C. By providing a cloud-based unified e-commerce platform with mobile, AI personalisation, order management capabilities, and related services for B2C
- D. By providing a platform to manage, schedule, create and monitor content

Answer: A

Explanation:

Interaction Studio delivers technical value by enabling marketers to:

- * Listen to customer interactions across channels.
- * Understand intent using AI and machine learning.
- * Act in real time to deliver personalized experiences.

Reference: Salesforce Interaction Studio Technical Benefits Guide.

NEW QUESTION # 28

What two features of Marketing Cloud Personalization have functionality to perform an A/B Test?

- A. Templates
- B. Recipes
- C. Campaigns
- D. Segments

Answer: C,D

NEW QUESTION # 29

What are three areas a business user can apply custom catalog dimensions?

- A. Reporting
- B. Template filtering
- C. Recipe exclusions and boosting
- D. Campaign targeting
- E. Segmentation

Answer: A,C,E

Explanation:

In Salesforce Personalization (formerly Interaction Studio) or other Industry-specific Marketing Cloud extensions, you can configure custom catalog dimensions (sometimes called "catalog attributes" or "dimensional data") for products, content, or other catalog objects. Once configured, these additional attributes become available throughout the platform for various use cases.

Below are the three core areas (from the listed options) where a business user can leverage these custom catalog dimensions, along with Salesforce documentation references:

1. Segmentation

* How It Works

* Custom catalog dimensions allow you to define attributes (like product color, brand, or style) and then use these attributes in segment criteria. For example, if you create a dimension called

"Brand," you can build a segment of visitors who have viewed or purchased items where Brand =

X.

* Why This Matters

- * By leveraging catalog-driven segments, you can more precisely target audiences based on the items they browse or purchase.
- * Salesforce Reference
- * Salesforce Help:Segment Builder OverviewExplains how to build segments using catalog attributes (dimensions).

2. Reporting

* How It Works

* Custom catalog dimensions can appear as breakdowns or dimension filters in certain Personalization reports and dashboards. For instance, you might see reporting that shows conversion, clicks, or revenue segmented by a custom dimension like "Category" or "Brand".

* Why This Matters

* Analyzing performance metrics by these custom dimensions provides deeper insight into how different attributes perform (e.g., which brand sells best, which category has the highest click-through rate, etc.).

* Salesforce Reference

* Salesforce Help:Analytics and Reporting in PersonalizationIllustrates how catalog dimensions can be used in various analytics views.

3. Recipe Exclusions and Boosting

* How It Works

* Recipes (the rule sets and algorithms that generate personalized recommendations) can use custom dimensions to exclude certain items or boost others. For example, you might boost items with Sustainability = "EcoFriendly" or exclude products where Brand = "CompetitorBrand".

* Why This Matters

* This gives merchandisers or marketers fine-grained control over product recommendations, ensuring the right products are shown (or hidden) based on business goals and strategies.

* Salesforce Reference

* Salesforce Help:Recipe Builder OverviewExplains how to create and configure recipes to boost or exclude items using custom catalog dimensions.

NEW QUESTION # 30

In the user interface, what is the visual representation of the data about a single visitor including preferences and affinities?

- A. Unified customer profile
- B. Single view of customer
- C. Unified view of customer
- D. Single Source of Truth

Answer: A

NEW QUESTION # 31

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