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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q19-Q24):

NEW QUESTION # 19

What two fields can a web developer specify for defining a Content Zone?

Choose 2 answers

- A. The associated page type
- **B. The CSS selector of the DOM element.**
- C. The dimensions of the Content Zone.
- **D. The name of the Content Zone.**

Answer: B,D

Explanation:

- * The CSS selector of the DOM element (Answer A):
- * Identifies the exact HTML element on the page where the content will render.
- * The name of the Content Zone (Answer D):
- * Provides a unique identifier for the zone, used in campaign setup and tracking.

References:

- * Salesforce Marketing Cloud Documentation - Defining Content Zones

NEW QUESTION # 20

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

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

Answer: A

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 # 21

A marketer would like to display the most common products purchased by previous buyers along with the main item on a product page, which ingredient would they need to use in the recipe?

- **A. Co-Buy**
- B. Co-Browse
- C. Trending
- D. Similar Items

Answer: A

Explanation:

- * The Co-Buy ingredient in a recipe identifies and displays products commonly purchased together.
- * On a product page, it can recommend complementary items based on the main product being viewed.

References:

- * Salesforce Interaction Studio Documentation - Recipes and Ingredients

NEW QUESTION # 22

If you want to compare the completion of two objectives based on a filter, what report would you use?

- A. Visitor behaviour report
- **B. Goal comparison report**
- C. Goal completion report
- D. Referring sources report

Answer: B

Explanation:

The Goal Comparison Report allows you to compare the completion rates of two objectives based on filters.

This report helps in understanding the relative performance of different goals under the same conditions.

Reference: Salesforce Interaction Studio Reports Guide.

NEW QUESTION # 23

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

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

Answer: B,C,D

Explanation:

Page Types:

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

NEW QUESTION # 24

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