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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q80-Q85):

NEW QUESTION # 80

How often is the Event Stream report refreshed?

- A. Every 30 Minutes
- B. Every 15 Seconds
- C. Every hour
- D. Every Day

Answer: B

Explanation:

- * The Event Stream report in Interaction Studio is refreshed every 15 seconds.
- * This near real-time update provides immediate visibility into user actions and behaviors.

References:

- * Salesforce Interaction Studio Documentation - Event Stream

NEW QUESTION # 81

A business user created a segment to track everyone that has looked at the homepage today. How long does it take for a web visitor to join the After viewing the homepage?

Answer:

Explanation:

Immediate

Explanation:

In Interaction Studio, segment membership updates occur in real-time. A web visitor is immediately added to the segment after meeting the criteria, such as viewing the homepage.

Reference: Salesforce Interaction Studio Real-Time Segmentation Documentation.

NEW QUESTION # 82

Which entry source event type needs to be configured for a journey to be used in the segment join to journey builder feature?

- A. Salesforce data
- B. Date based
- C. API
- D. Audience

Answer: D

Explanation:

To enable the segment join to Journey Builder feature in Interaction Studio:

- * The Audience entry source event type must be configured.
- * This allows segments created in Interaction Studio to be synchronized with Journey Builder, triggering journeys based on segment membership.

References:

- * Salesforce Interaction Studio Documentation - Journey Integration

NEW QUESTION # 83

A brand wants to do an ad-hoc export of a segment. What option could they use?

- A. The export segment functionality via JSON payload
- B. The export segment functionality to Amazon S3
- C. The export segment functionality via the SOAP API
- D. The export segment functionality via CSV format

Answer: D

Explanation:

Interaction Studio provides an export segment functionality via CSV format for ad-hoc segment exports.

This method is straightforward and widely compatible for analysis or further processing.

Reference: Salesforce Interaction Studio Segment Export Documentation.

NEW QUESTION # 84

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

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

Answer: A,C

Explanation:

In Interaction Studio, open-time email campaigns can dynamically personalize content for users at the moment they open an email.

The two features utilized in open-time emails are:

* Promotion (Answer A):

* Promotions allow marketers to deliver dynamic offers or messages to users. At open time, these promotions adapt based on the recipient's real-time behavior and attributes.

* Use Case: Displaying a promotion for a sale or an offer personalized to the user's recent activities.

* Recipe (Answer D):

* Recipes drive dynamic content recommendations, such as product suggestions or personalized content blocks, in the email.

Recipes dynamically adjust based on user preferences or real-time context at the time of email open.

* Use Case: Recommending products based on recent browsing history or purchase behavior.

References:

* Salesforce Interaction Studio Documentation - Open-Time Email Personalization

NEW QUESTION # 85

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