

# Latest Marketing-Cloud-Personalization Exam Review & Exam Marketing-Cloud-Personalization Revision Plan

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### Salesforce Marketing Cloud Personalization Accredited Professional Exam Sample Questions (Q11-Q16):

#### NEW QUESTION # 11

What three components can a web developer define by pageType?

- A. Campaign
- B. Capturing Attribute
- C. Goals
- D. Item Actions
- E. Content Zones

Answer: B,D,E

#### NEW QUESTION # 12

Which three components of a recipe are optional when configuring a new algorithm?

- A. Exclusions
- B. Variation
- C. Ingredients
- D. Boosters
- E. Decisions

Answer: A,B,D

#### NEW QUESTION # 13

If a developer needs to test a website where a beacon from a different dataset has been deployed, which feature of the Evergage Launcher needs to be enabled to simulate?

- A. Developer tools
- B. Force SDK URL

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# Exam Marketing-Cloud-Personalization Revision Plan - Practice Test

## Marketing-Cloud-Personalization Fee

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## Salesforce Marketing Cloud Personalization Accredited Professional Exam Sample Questions (Q55-Q60):

### NEW QUESTION # 55

When does site mapping happen during the implementation process?

- A. In the middle after certain components like the catalog have been populated
- B. **At the beginning of the build phase since it is the basis for the rest of the implementation**
- C. It can happen at any point since it is unrelated to the rest of the implementation
- D. At the end after everything is defined in the system

**Answer: B**

Explanation:

Site mapping is conducted at the start of the build phase because:

- \* It establishes the foundation for the rest of the implementation.
- \* It identifies critical elements such as page types, content zones, and data capture points, which influence all subsequent configurations.

References:

\* Salesforce Interaction Studio Documentation - Site Mapping Guidelines

### NEW QUESTION # 56

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

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

**Answer: D**

### NEW QUESTION # 57

A brand wants to view campaign performance of specific groups of users. How would they view this within the platform?

- A. **Use a segment to setup a filter, then use the filter in campaign statistics**
- B. Use a segment to set a global goal
- C. Use a segment to specify certain actions, which can be set as the goal for a campaign
- D. Use engagement compare functionality to see the differences in key metrics and behaviours

**Answer: A**

Explanation:

To view campaign performance for specific groups of users:

- \* Create a Segment:
- \* Define the group of users based on specific attributes or behaviors.

- \* Set Up a Filter:
- \* Use the segment as a filter.
- \* Apply in Campaign Statistics:
- \* Use this filter in campaign statistics to analyze performance metrics for the selected user group.

References:

- \* Salesforce Interaction Studio Documentation - Campaign Reporting

#### NEW QUESTION # 58

What are the two competitive advantages of interaction studio? [check]

- A. Monitors active time spent and true engagement
- B. Managers Consent
- C. True Real-Time Decisioning
- D. Integrated content management system

Answer: A,C

#### NEW QUESTION # 59

What are the three primary areas of data stored in IS which represent a company's key business informative?

- A. Statistical tracking of KPI's
- B. User behaviour
- C. Employee performance
- D. Operational information
- E. Shadow catalog information

Answer: B,D,E

Explanation:

The three primary areas of data stored in Interaction Studio include:

- \* User Behavior (Answer A):
  - \* Tracks individual user actions and interactions across channels.
- \* Shadow Catalog Information (Answer C):
  - \* Stores product, content, or service catalog data used for recommendations and personalization.
- \* Operational Information (Answer E):
  - \* Represents system and business configurations necessary for running campaigns and tracking performance.

References:

- \* Salesforce Interaction Studio Documentation - Data Architecture

#### NEW QUESTION # 60

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