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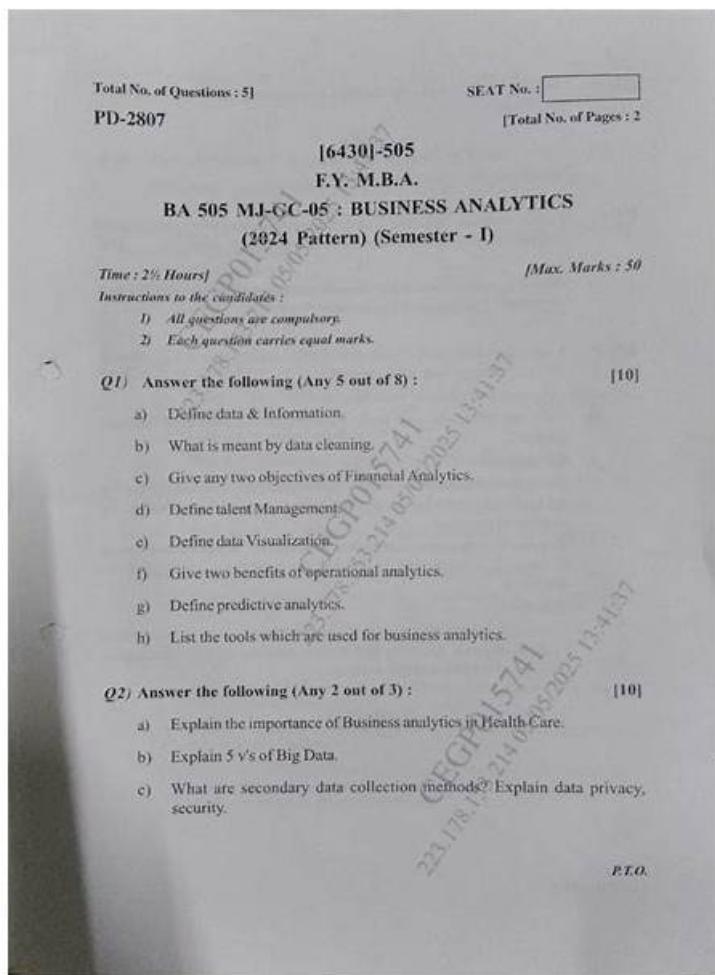
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# Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q70-Q75):

**NEW QUESTION # 70**
What two features of interaction studio can be used in an open-time email campaign?

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

**Answer: B,D**

Explanation:
InInteraction 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 # 71**
What is a rule criteria that you can use in the segment creation process?

- A. Actions
- B. Social Mentions
- C. Email Click Throughs
- D. Dimensions

**Answer: A**

Explanation:
When creating segments in Marketing Cloud Personalization,Actionsserve as a crucial rule criteria. Actions represent the specific behaviors and interactions users perform on your website, mobile app, or other digital channels. These actions provide valuable insights into user preferences, intent, and engagement.
Here's how Actions are used in segment creation:
* Defining segment criteria:You can create segments based on specific actions users have taken, such as viewing a product, adding an item to their cart, completing a purchase, or abandoning a form. This allows you to group users based on their demonstrated interests and behaviors.
* Combining with other criteria:Actions can be combined with other rule criteria, such asuser attributes (demographics, location) or session attributes (time of day, device type), to create highly targeted segments. This enables you to define complex rules that capture nuanced user behavior.
* Real-time segmentation:Actions are tracked in real-time, allowing for dynamic segment updates. As users perform actions, they are automatically added or removed fromsegments based on the defined criteria. This ensures that your segments always reflect the latest user behavior.

**NEW QUESTION # 72**
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. Campaign Debugger
- B. Force SDK URL

- C. Inject SDK
- D. Developer tools

**Answer: B**

Explanation:

When testing a website where a beacon from a different dataset is deployed, theForce SDK URLfeature in theEvergage Launcheris used.

* This allows developers to load and simulate a different dataset by specifying the SDK URL, enabling them to troubleshoot and test scenarios accurately.

References:

* Salesforce Interaction Studio Developer Documentation - Evergage Launcher

**NEW QUESTION # 73**

How many days after the date of upload will files be deleted from the SFTP?

- A. 180 days
- B. 90 days
- C. 60 days
- D. 30 days

**Answer: D**

Explanation:

Salesforce Marketing Cloud's SFTP (Simple File Transfer Protocol) is designed to securely transfer files between your system and Marketing Cloud. To optimize storage and security, files are retained for a specific period.

According to Salesforce documentation, files uploaded via SFTP are typically deleted after 30 days.This retention period is a standard setting and may vary based on specific configurations or agreements with Salesforce.

To confirm the exact retention period for your organization, it's recommended to:

* Consult with your Salesforce Administrator:They can provide specific details about your organization's SFTP configuration and retention policies.

* Review Salesforce Documentation:Refer to the official Salesforce Marketing Cloud documentation for the most up-to-date information on file retention policies and best practices.

By understanding the file retention policy, you can effectively manage your file transfers and ensure that your data is securely stored and accessed within the specified timeframe.

**NEW QUESTION # 74**

What are the three ways segments are used in Interaction studio?

- A. Creation related lists within salesforce CRM
- B. Targeting for campaigns
- C. Recommending products
- D. Analytics, trends and engagement
- E. Set goals and filters

**Answer: B,D,E**

Explanation:

Segmentsin Interaction Studio are used for:

* Set Goals and Filters (Answer A):

* Use segments to define audience-specific goals and refine data views.

* Targeting for Campaigns (Answer B):

* Segments help target specific user groups in campaigns to deliver personalized content.

* Analytics, Trends, and Engagement (Answer D):

* Analyze segment-level trends and behaviors to inform decision-making.

References:

* Salesforce Interaction Studio Documentation - Segment Usage

**NEW QUESTION # 75**

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