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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q38-Q43):

NEW QUESTION # 38

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. Developer tools
- D. Inject SDK

Answer: B

Explanation:

When testing a website where a beacon from a different dataset is deployed, the Force SDK URL feature in the Evergage Launcher is 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 # 39

A customer service representative for a bank is on the phone with a prospect and wants to promote the next best offer based on digital behaviour. How would they accomplish this in Service Cloud?

- A. Use machine learning to serve product/ content recommendations in email sent by your ESP
- B. Manually sync data from Interaction Studio to Service Cloud
- C. The agent uses a customized next best offer widget powered by the Interaction Studio connector
- D. Leverage Service Cloud to inform IS in real-time

Answer: C

Explanation:

Interaction Studio integrates with Service Cloud to provide agents with a Next Best Offer widget. This widget leverages real-time behavioral data and machine learning to surface personalized offers.

Reference: Salesforce Interaction Studio and Service Cloud Integration Documentation.

NEW QUESTION # 40

What are two ways to populate the Interaction Studio catalog? [check]

- A. Web SDK
- B. ETL Feed
- C. Email pixel
- D. Third-party integration

Answer: A,B

Explanation:

Two ways to populate the Interaction Studio catalog are:

* ETL Feed (Answer A):

* Uses scheduled file uploads to update catalog data, including product or content details.

* Web SDK (Answer C):

* Automatically captures catalog data from a website during user interactions.

References:

* Salesforce Interaction Studio Documentation - Catalog Management

NEW QUESTION # 41

Which two components does a user need to configure in Marketing Cloud Personalization to display Einstein product recommendations via the Marketing Cloud Personalization Connector for Sales and Service Cloud?

- A. Promotions
- B. Catalog Items
- C. Einstein Decisions
- D. Einstein Recipes

Answer: B,D

Explanation:

To display Einstein product recommendations via the Marketing Cloud Personalization Connector for Sales and Service Cloud, configure:

* Catalog Items (Answer A):

- * Populate and maintain a catalog of products or content to enable recommendations.
- * Einstein Recipes (Answer C):
- * Set up personalized recommendation logic using recipes to determine which products are suggested.

References:

- * Salesforce Marketing Cloud Documentation - Einstein Recommendations Integration

NEW QUESTION # 42

How does a developer share web templates from one dataset to another?

- A. Copy
- B. Deployment manager
- C. Download to zip file, upload zip file
- D. Clone

Answer: C

Explanation:

Downloading and Uploading Web Templates: To share web templates across datasets, developers must download the templates as a ZIP file and upload them into the target dataset manually.

Steps to Share Templates:

- * Open the Web Studio or Web Templates section in SFMC.
- * Select the desired template and download it as a ZIP file.
- * Go to the target dataset and upload the ZIP file.
- * Validate the template and adjust configurations as needed.

References:

- * Salesforce Marketing Cloud: Exporting and Importing Web Templates.
- * Official SFMC Web Studio Documentation.

NEW QUESTION # 43

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