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

NEW QUESTION # 80

Which two components does a user need to configure in IS to display Einstein product recommendation via IS connection for sales and service cloud?

- A. Catalog items
- B. Promotion
- C. Einstein Decision
- D. Einstein recipes

Answer: A,D

Explanation:

To display Einstein Product Recommendations via the Interaction Studio connection for Sales and Service Cloud:

* Einstein Recipes (Answer A):

* Configure recipes to determine the logic for recommendations.

* Catalog Items (Answer B):

* Define and synchronize catalog items (e.g., products or content) to ensure recommendations are accurate and aligned with available inventory.

References:

* Salesforce Einstein Documentation - Product Recommendations

* Interaction Studio Documentation - Einstein Integration

NEW QUESTION # 81

What are the three types of ingredients available for a recipe?

- A. Recommendations
- B. Machine Learning
- C. Promotions
- D. Co-Occurrence
- E. Catalog-based and Trending

Answer: A,D,E

Explanation:

Within the context of Salesforce Marketing Cloud's Interaction Studio (formerly Evergage), "recipes" are pre-built configurations for personalized recommendations. These recipes utilize different types of "ingredients" to determine which items to recommend. Let's break down the correct options:

A: Catalog-based and Trending

* Verified: This is a type of ingredient used in Interaction Studio recipes.

* Explanation:

* Catalog-based: This ingredient leverages data from your product or content catalog. It can recommend items based on various catalog attributes like:

* Category: Recommending items from the same or related categories as items the user has viewed or interacted with.

* Attributes: Recommending items that share specific attributes (e.g., color, brand, size) with items the user has shown interest in.

* Keywords: Recommending items whose descriptions or metadata match keywords derived from user behavior.

* Trending: This ingredient considers the overall popularity or trending status of items within your catalog, often within a specific timeframe (e.g., "Trending in the last 7 days").

* Salesforce Marketing Cloud References:

* Interaction Studio Recipes: The Interaction Studio documentation describes the various recipe types and the ingredients they use.

B: Recommendations

* Verified: This is a broad category encompassing ingredients that generate recommendations based on various algorithms.

* Explanation:

* Recommendation Algorithms: Interaction Studio employs different algorithms to generate recommendations, including:

* Collaborative Filtering: Recommending items that similar users have liked or interacted with.

* Content-Based Filtering: Recommending items that are similar in content or attributes to items the user has shown interest in.

* User Affinity: Recommending items based on the user's overall affinity for particular categories, brands, or attributes, calculated from their historical interactions.

* Note: "Recommendations" is a more general term. Specific recommendation ingredients might have names like "User-to-Item Affinity," "Item-to-Item Similarity," or use algorithm names directly.

C: Co-Occurrence

* Verified: This is a specific type of recommendation ingredient that focuses on items frequently viewed or purchased together.

* Explanation:

* Co-occurrence Logic: This ingredient identifies items that are often viewed or purchased in the same session or within a short timeframe. It suggests that if a user is interested in item A, they are also likely to be interested in item B because other users have

frequently interacted with both items together.

* Examples:

* "Customers who bought this item also bought..."

* "Frequently viewed together"

NEW QUESTION # 82

Which ingredient shows a visitor products or content based on a 'people like me' algorithm?

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

Answer: B

Explanation:

The Collaborative Filtering ingredient uses a "people like me" algorithm to recommend products or content based on the behavior of similar users.

Reference: Salesforce Interaction Studio Recipe Ingredients Documentation.

NEW QUESTION # 83

What is the salesforce point of view for end to end flow of data for real-time personalization within interaction studio? [Check]

- A. **Identify, understand, decide, act, analyse**
- B. Data-in, understand, engage, data-out, analyse
- C. Profile, insight, understand, act, analyse
- D. Know, understand, personalise, engage, analyse

Answer: A

Explanation:

The Salesforce point of view for real-time personalization within Interaction Studio focuses on:

* Identify:

* Capturing user data and behavior from various touchpoints.

* Understand:

* Analyzing collected data to derive insights about preferences, interests, and intent.

* Decide:

* Using machine learning and AI to determine the most relevant personalization actions.

* Act:

* Delivering personalized content or experiences in real-time.

* Analyse:

* Monitoring and evaluating campaign performance to optimize outcomes.

References:

* Salesforce Interaction Studio Documentation - Real-Time Personalization Flow

NEW QUESTION # 84

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

Choose 2 answers

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

Answer: A,B

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 # 85

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