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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 vis 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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