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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q95-Q100):

NEW QUESTION # 95

How many times can a visitor accomplish a goal in interaction studio?

- A. Each time a visitor leaves and rejoins the goal segment
- **B. It varies depending on the setup of the goal segment**
- C. Only once for all time

- D. No more than twice or the goal completion will no longer be counted

Answer: B

Explanation:

In Salesforce Marketing Cloud Interaction Studio, the number of times a visitor can accomplish a goal depends on how the goal segment is configured. You have the flexibility to define the goal's behavior to suit your specific needs.

Here are the key factors that determine how many times a goal can be achieved:

* Goal Segment Configuration:

* Single-Visit Goal: The goal can be achieved only once per visitor session.

* Multi-Visit Goal: The goal can be achieved multiple times per visitor session, as long as the specific conditions are met each time.

* Time-Based Goal: The goal can be achieved multiple times within a specified time frame, regardless of the number of sessions.

* Goal Criteria:

* The specific criteria defined for the goal will also influence how many times it can be achieved.

For example, if the goal is to click a specific button, it can be achieved multiple times if the button is clicked repeatedly.

By carefully configuring your goal segments, you can accurately track visitor behavior and measure the effectiveness of your Interaction Studio experiences.

NEW QUESTION # 96

What is the maximum number of user attributes you can setup per dataset?

- A. 0
- B. 1
- C. 2
- D. 3

Answer: C

NEW QUESTION # 97

Which two options are valid use cases for a segment?

Choose 2 answers

- A. Identifying users who have purchased a certain value in a specified time period
- B. Identifying users for activation within an integrated Demand Side Platform
- C. Identifying users who abandoned a shopping cart today
- D. Identifying users who viewed a YouTube advertising campaign

Answer: A,C

Explanation:

* Users who purchased a certain value: Segments can identify high-value customers for retention or upsell campaigns.

* Users who abandoned a shopping cart: Segments track users who exhibited intent but did not complete a purchase, enabling re-engagement.

NEW QUESTION # 98

A marketer would like to display the most common products purchased by previous buyers along with the main item on a product page, which ingredient would they need to use in the recipe?

- A. Co-Buy
- B. Trending
- C. Similar Items
- D. Co-Browse

Answer: A

Explanation:

* The Co-Buy ingredient in a recipe identifies and displays products commonly purchased together.

* On a product page, it can recommend complementary items based on the main product being viewed.

References:

* Salesforce Interaction Studio Documentation - Recipes and Ingredients

NEW QUESTION # 99

Which three components of a server side campaign must be coded by a developer?

- A. Content Selection
- B. Parsing the JSON Response
- C. EVENT API Request
- D. Campaign Setup
- E. Tracking of campaign statistics

Answer: A,B,C

Explanation:

* Parsing the JSON Response: Developers need to process the JSON response from the server to render the appropriate campaign content.

* Content Selection: Logic for dynamically selecting and displaying content based on campaign rules must be implemented.

* EVENT API Request: Developers use the Event API to send data to Interaction Studio for real-time personalization.

NEW QUESTION # 100

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