

# Marketing Cloud Personalization Accredited Professional Verified Practice Cram & AP-216 Study Pdf Dumps & Marketing Cloud Personalization Accredited Professional Exam Training Dumps



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## Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q29-Q34):

### NEW QUESTION # 29

Which feature allows a business user to overlay campaign creation and editing directly on their website?

- A. Web Extension
- B. Javascript Beacon
- C. Visual Editor

- D. Web SDK

**Answer: C**

Explanation:

The Visual Editor in Interaction Studio allows business users to create and edit campaigns directly on their website using a simple overlay interface.

This feature enables non-technical users to manage personalization and campaigns without needing coding skills.

Reference: Salesforce Interaction Studio Documentation - Visual Editor Overview.

### NEW QUESTION # 30

During discovery, a solution architect works with a customer to define which three things before a developer implements the sitemap?

- A. Attribute Model
- B. ETL Feeds
- C. Datasets
- D. Site Catalog
- E. Site Architecture

**Answer: A,D,E**

Explanation:

Before implementing the Sitemap, a solution architect and customer should define:

\* Site Architecture (Answer B):

\* Understand the structure of the website, including page types and navigation.

\* Attribute Model (Answer D):

\* Define how data attributes (e.g., user behaviors, preferences) will be used for personalization.

\* Site Catalog (Answer E):

\* Ensure the catalog of products, content, or services is structured and accessible for personalization logic.

References:

\* Salesforce Interaction Studio Documentation - Sitemap Planning

### NEW QUESTION # 31

How are anonymous visitors tracked?

- A. Marketing Cloud Personalization assigns a unique alphanumeric identifier using a 3rd-party cookie.
- B. The browser assigns a 3rd party cookie
- C. Marketing Cloud Personalization assigns a unique alphanumeric identifier using a first-party cookie.
- D. The customer must assign a unique alphanumeric identifier using a first-party cookie.

**Answer: C**

Explanation:

Anonymous visitors are tracked using a unique alphanumeric identifier assigned by Marketing Cloud Personalization through a first-party cookie, ensuring compliance with privacy standards.

Reference: Salesforce Interaction Studio Visitor Tracking Guide.

### NEW QUESTION # 32

Which three components of a server side campaign can be defined by a business user?

- A. Campaign responses
- B. User attributes
- C. Experience rules
- D. Campaign rendering
- E. Promoted content

**Answer: B,C,E**

Explanation:

In a server-side campaign within Interaction Studio, business users can define:

- \* Promoted Content (Answer C):
- \* Content that should be prioritized or highlighted in recommendations or experiences.
- \* Experience Rules (Answer D):
- \* Rules governing the personalization logic, such as conditions for content display or user targeting.
- \* User Attributes (Answer E):
- \* Attributes that define user characteristics, enabling personalized interactions based on user profiles.

References:

- \* Salesforce Interaction Studio Documentation - Campaign Management

### NEW QUESTION # 33

How many total global goals and filters can you define for your dataset in Marketing Cloud Personalization?

- A. Unlimited
- B. 300 total between filters and goals
- C. 25 filters and 25 goals
- D. 64 total between filters and goals

**Answer: D**

Explanation:

Marketing Cloud Personalization allows a total of 64 global filters and goals combined for each dataset. This limitation ensures optimal performance and manageability of data tracking and evaluation.

Reference: Salesforce Interaction Studio Dataset Configuration Guide.

### NEW QUESTION # 34

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