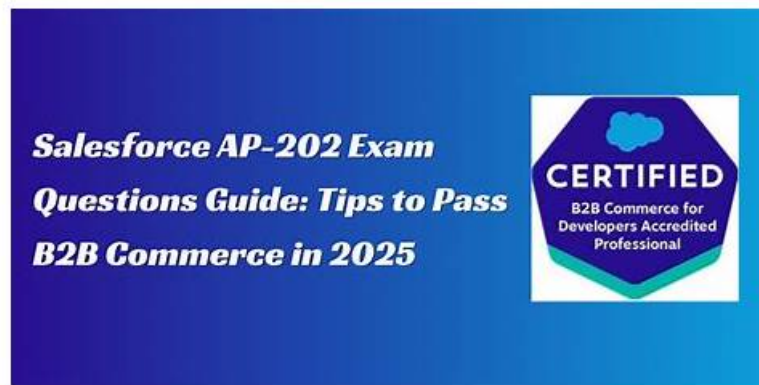


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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q23-Q28):

NEW QUESTION # 23

What is the unified customer profile?

- A. A profile view for administrators to see activity across all of the customer touch points
- B. A unified view of all customer activity across, websites, web applications, mobile store, call center
- C. A offline report of every visitor, customer, and user based on their interaction with your website, web application, mobile store, call center, and email received from your company
- D. A view of each visitor, customer, and user based on their behaviour on your website, with marketing emails or, with any integrated channel

Answer: D

Explanation:

The unified customer profile in Interaction Studio provides:

* A real-time, consolidated view of each individual visitor, customer, or user.

* This profile is built from interactions across your website, marketing emails, and any integrated channels like mobile apps or physical stores.

* It enables personalized marketing efforts based on detailed behavior and preferences.

References:

* Salesforce Interaction Studio Documentation - Unified Customer Profile

NEW QUESTION # 24

What ingredient could a marketer use as a backup in the event that the recipe serves too few or no items?

- A. Trending
- B. SmartBundle
- C. Co-Buy
- D. Co-Browse

Answer: A

Explanation:

* The Trending ingredient is often used as a backup in recipes to ensure that popular products or content are displayed when no personalized recommendations are available.

NEW QUESTION # 25

How are anonymous visitors tracked?

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

Answer: D

Explanation:

Interaction Studio tracks anonymous visitors by:

* Assigning a unique identifier via a first-party cookie.

* This cookie ensures compliance with privacy standards and allows tracking across sessions for personalization without identifying personally identifiable information (PII).

References:

* Salesforce Interaction Studio Documentation - Visitor Tracking

NEW QUESTION # 26

Which entry source event type needs to be configured for a journey to be used in the segment join to journey builder feature?

- A. API
- B. Salesforce data
- C. Audience
- D. Date based

Answer: C

Explanation:

To enable the segment join to Journey Builder feature in Interaction Studio:

* The Audience entry source event type must be configured.

* This allows segments created in Interaction Studio to be synchronized with Journey Builder, triggering journeys based on segment membership.

References:

* Salesforce Interaction Studio Documentation - Journey Integration

NEW QUESTION # 27

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

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

Answer: D

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 # 28

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