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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q30-Q35):

NEW QUESTION # 30

What three things does a developer code in web template?

- A. Set the control group percentage
- B. Client side instructions for rendering
- C. Defining what can be configured in a campaign
- D. Campaign qualification rules
- E. HTML and CSS for controlling appearance

Answer: B,C,E

Explanation:

In Interaction Studio, developers code web templates to enable dynamic and personalized content delivery.

The responsibilities include:

- * HTML and CSS for controlling appearance (Answer B):
- * Define the structure and styling of the personalized content rendered on the webpage.
- * Client-side instructions for rendering (Answer C):
- * Add JavaScript or other client-side scripts to control how content interacts with the user on the webpage.
- * Defining what can be configured in a campaign (Answer E):
- * Developers set up configurable elements in the template, such as text, images, or rules, that can be adjusted by marketers when creating a campaign.

References:

- * Salesforce Interaction Studio Developer Documentation - Web Templates

NEW QUESTION # 31

What would a marketer include in a Recipe if they want the visitor's affinity score to be taken into account when showing recommendations?

- A. Exclusion
- B. Ingredient
- C. Variation
- D. Booster

Answer: D

Explanation:

To include the visitor's affinity score in a Recipe, a marketer would:

- * Use a Booster to prioritize recommendations that align with the visitor's affinities or preferences.
- * Boosters allow fine-tuning of recommendations to make them more relevant.

References:

- * Salesforce Interaction Studio Documentation - Recipe Configuration

NEW QUESTION # 32

ETL feeds must follow explicit specifications and requires which type of file format?

- A. JSON
- B. TextDocs
- C. Binary
- D. CSV

Answer: D

Explanation:

ETL feeds in Interaction Studio require the CSV file format, which is straightforward and widely supported for transferring structured data.

References:

- * Salesforce Interaction Studio Documentation - ETL File Specifications

NEW QUESTION # 33

The sitemap provides the functionality that enables IS to identify which three items?

- A. attributes
- B. Page types
- C. content zones
- D. campaign
- E. Templates

Answer: A,B,C

Explanation:

A sitemap in Interaction Studio enables IS to identify key components on a website for personalization purposes, including:

- * Page Types (Answer A):
- * Classifies different types of pages (e.g., product pages, category pages).
- * Content Zones (Answer B):
- * Defines areas of the webpage where personalized content can be displayed.
- * Attributes (Answer C):
- * Captures metadata about pages and elements, such as product details or user behavior.

References:

- * Salesforce Interaction Studio Documentation - Sitemaps

NEW QUESTION # 34

Which two success metrics can a company achieve with Marketing Cloud Personalization on their web channel?

- A. Increase in revenue
- B. Increase in first time visitors
- C. Increase in conversion rate
- D. Increase in organic search ranking

Answer: A,C

Explanation:

- * Increase in Conversion Rate: Marketing Cloud Personalization enables targeted and dynamic recommendations, driving higher conversion rates.
- * Increase in Revenue: By improving engagement and personalization, it directly impacts overall revenue.

NEW QUESTION # 35

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