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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q32-Q37):

NEW QUESTION # 32

What would a marketer include in a Recipe if they don't want to display recommendations for products priced less than \$15?

- **A. Exclusion**
- B. Variation
- C. Elimination
- D. Booster

Answer: A

Explanation:

To prevent recommendations for products priced under \$15 in a Marketing Cloud Personalization recipe, marketers should utilize the Exclusion ingredient. This powerful feature allows for fine-grained control over recommendations by specifying criteria that disqualify certain items from being suggested.

Here's how the Exclusion ingredient works:

* Defining exclusion criteria: Within the recipe, marketers can define specific criteria that exclude products from the recommendation set. In this case, the exclusion criterion would be "price less than \$15."

* Filtering recommendations: When the recipe generates recommendations, the Exclusion ingredient filters out any products that meet the defined criteria. This ensures that only products priced \$15 or higher are included in the final recommendations.

* Flexibility: Exclusions can be based on various product attributes or dimensions, providing flexibility in tailoring recommendations. This allows marketers to create highly targeted recommendations that align with campaign goals and customer preferences.

NEW QUESTION # 33

Which two components does a user need to configure in Marketing Cloud Personalization to display Einstein product recommendations via the Marketing Cloud Personalization Connector for Sales and Service Cloud?

- **A. Einstein Recipes**
- B. Promotions
- C. Einstein Decisions
- **D. Catalog Items**

Answer: A,D

Explanation:

To display Einstein product recommendations via the Marketing Cloud Personalization Connector for Sales and Service Cloud, configure:

* Catalog Items (Answer A):

* Populate and maintain a catalog of products or content to enable recommendations.

* Einstein Recipes (Answer C):

* Set up personalized recommendation logic using recipes to determine which products are suggested.

References:

* Salesforce Marketing Cloud Documentation - Einstein Recommendations Integration

NEW QUESTION # 34

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

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

Answer: A

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 # 35

What are Marketing Cloud Personalization's machine learning powered algorithms called?

- A. Einstein Recipes
- B. Einstein Decisions
- C. Data Science Workbench
- D. Machine Learning Tools

Answer: A

Explanation:

Marketing Cloud Personalization's machine learning-powered algorithms are referred to as Einstein Recipes.

* They enable personalized recommendations and decisions by combining machine learning models with business logic.

* Marketers can customize these recipes to optimize recommendations based on specific use cases.

References:

* Salesforce Interaction Studio Documentation - Einstein Recipes

NEW QUESTION # 36

A brand is testing three campaigns, each one with a control experience. Which segment type can the brand setup to make sure the same group always gets the control experience?

- A. Location-based segment
- B. Third party segment
- C. Control group segment
- D. A/B test segment

Answer: C

Explanation:

To ensure the same group of users always gets the control experience:

* Control Group Segment:

* Define a segment specifically for control group allocation.

* This segment ensures consistency across campaigns, maintaining the same group in the control experience.

References:

* Salesforce Interaction Studio Documentation - A/B Testing and Control Groups

NEW QUESTION # 37

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