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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q51-Q56):

NEW QUESTION # 51
What are the two main functions of the Event API? (select 2)

- A. Process GDPR data or deletion requests
- B. Bulk load external campaign data
- C. Return campaign responses
- D. Capture user attributes and actions

Answer: C,D

Explanation:
TheEvent APIin Salesforce Interaction Studio serves two main purposes:
* Capture User Attributes and Actions (A):
* It records user behavior, actions, and attributes in real time. This data is crucial for building user profiles, creating segments, and driving personalization.
* Return Campaign Responses (C):
* The Event API can retrieve and deliver responses for campaigns, such as personalized content or recommendations, to be displayed on a web page or application.

NEW QUESTION # 52
Which global templates do you select and customize to provide trending blog recommendations on the homepage?

- A. Infobar with CTA
- B. Einstein content recommendation
- C. Einstein product recommendation
- D. Banner with CTA

Answer: B

Explanation:
Einstein Content Recommendationis a global template in Interaction Studio that can be customized to provide dynamic and trending blog recommendations on the homepage.
Reference: Salesforce Interaction Studio Einstein Recommendations Guide.

NEW QUESTION # 53
A brand's website is seeing high traffic, but much of the behavior is anonymous. How does Marketing Cloud Personalization identities?

- A. Marketing Cloud Personalization synchronizes anonymous and known profiles once a day based on online traffic and data from offlineb) B. Marketing cloud personalization uses probabilistic matching to determine if two or more profiles represent the same identity
- B. marketing cloud Personalization uses third party software to match anonymous and known identities
- C. Marketing cloud personalization constantly monitors identifying information, then uses deterministic matching to determine if two same identity

Answer: C

Explanation:
Marketing Cloud Personalization usesprobabilistic matchingtechniques to unify anonymous and known identities.
* It evaluates behavioral patterns, device data, and other signals to determine if multiple profiles belong to the same user.
* Once sufficient data overlap is identified, profiles are merged for personalized interactions.
References:
* Salesforce Interaction Studio Documentation - Identity Matching

NEW QUESTION # 54

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

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

Answer: B

Explanation:
Marketing Cloud Personalization allows a total of64 global filters and goalscombined for each dataset. This limitation ensures optimal performance and manageability of data tracking and evaluation.
Reference: Salesforce Interaction Studio Dataset Configuration Guide.

NEW QUESTION # 55

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

Answer: B,D

Explanation:
To displayEinstein product recommendationsvia 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 # 56

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