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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q53-Q58):

NEW QUESTION # 53

Which ingredient shows a visitor products or content based on a 'people like me' algorithm?

- A. Similar Items
- **B. Collaborative Filtering**
- C. Trending
- D. Co-Browse

Answer: B

Explanation:

The Collaborative Filtering ingredient uses a "people like me" algorithm to recommend products or content based on the behavior of similar users.

Reference: Salesforce Interaction Studio Recipe Ingredients Documentation.

NEW QUESTION # 54

What is the unified customer profile?

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

Answer: C

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 # 55

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

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

Answer: A,B

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 # 56

Which data feed integrates external system data into a user's profile leveraging identity attributes?

- A. Interaction Feed
- **B. User Feed**
- C. Identity Feed
- D. Catalog Feed

Answer: B

Explanation:

In Marketing Cloud Personalization, the User Feed is specifically designed to integrate external system data into user profiles by leveraging identity attributes. This allows businesses to enrich user profiles with valuable information from various sources, such as CRM systems, loyalty programs, or other marketing platforms.

Here's how the User Feed works:

* **Identity resolution:** The User Feed utilizes identity attributes, such as email addresses, customer IDs, or loyalty numbers, to match incoming data with existing user profiles in Marketing Cloud Personalization. This ensures that data is accurately associated with the correct individuals.

* **Data enrichment:** Once a match is found, the User Feed appends the incoming data to the user's profile.

This can include a wide range of attributes, such as demographics, purchase history, preferences, loyalty status, or any other relevant information from the external system.

* **Enhanced personalization:** By enriching user profiles with data from various sources, the User Feed enables more granular segmentation, targeted campaigns, and personalized recommendations. This leads to a more relevant and engaging customer experience.

NEW QUESTION # 57

How does a marketer perform an A/B test in Web Campaigns?

- **A. Create multiple experiences**
- B. Create multiple web templates
- C. Create multiple events
- D. Create multiple web campaigns

Answer: A

Explanation:

In web campaigns, an A/B test is performed by creating multiple experiences. Each experience represents a variation of the content or layout, and Interaction Studio compares their performance based on predefined metrics.

Reference: Salesforce Interaction Studio A/B Testing in Web Campaigns Guide.

NEW QUESTION # 58

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