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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q24-Q29):

NEW QUESTION # 24

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. Booster**
- C. Variation
- D. Ingredient

Answer: B

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 # 25

How are anonymous visitors tracked?

- **A. Marketing Cloud Personalization assigns a unique alphanumeric identifier using a first-party cookie.**
- B. The browser assigns a 3rd party cookie
- C. Marketing Cloud Personalization assigns a unique alphanumeric identifier using a 3rd-party cookie.
- D. The customer must assign a unique alphanumeric identifier using a first-party cookie.

Answer: A

Explanation:

Anonymous visitors are tracked using a unique alphanumeric identifier assigned by Marketing Cloud Personalization through a first-party cookie, ensuring compliance with privacy standards.

Reference: Salesforce Interaction Studio Visitor Tracking Guide.

NEW QUESTION # 26

A business user created a segment to track everyone that has looked at the homepage today. How long does it take for a web visitor to join the segment after viewing the homepage?

- A. 30 minutes
- **B. Real-time**
- C. 15 minutes
- D. 1 hour

Answer: B

Explanation:

Interaction Studio updates segment membership in real-time, meaning web visitors are immediately added to the segment after fulfilling the criteria, such as viewing the homepage.

Reference: Salesforce Interaction Studio Real-Time Segmentation Documentation.

NEW QUESTION # 27

Which three components of a server side campaign must be coded by a developer?

- A. Content Selection
- B. Tracking of campaign statistics
- C. Parsing the JSON Response
- D. Campaign Setup
- E. EVENT API Request

Answer: A,C,E

Explanation:

- * Parsing the JSON Response: Developers need to process the JSON response from the server to render the appropriate campaign content.
- * Content Selection: Logic for dynamically selecting and displaying content based on campaign rules must be implemented.
- * EVENT API Request: Developers use the Event API to send data to Interaction Studio for real-time personalization.

NEW QUESTION # 28

A brand's website is seeing high traffic but much of the behaviour is anonymous. How does IS unify anonymous identities?

- A. IS uses probability matching to determine if two or more profiles represent for user identity
- B. IS synchronise anonymous and knows profiles once a day based on online traffic and data offer sources
- C. IS uses third party software to match anonymous and knows identities
- D. IS constantly monitors identifying information then user determines matching to determine if two or more profiles identify

Answer: A

Explanation:

- * Employing probabilistic matching algorithms to evaluate whether multiple anonymous profiles belong to the same user.
- * Merging profiles when sufficient data overlap or identifying information becomes available, allowing for a seamless personalized experience.

References:

- * Salesforce Interaction Studio Documentation - Profile Unification

NEW QUESTION # 29

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