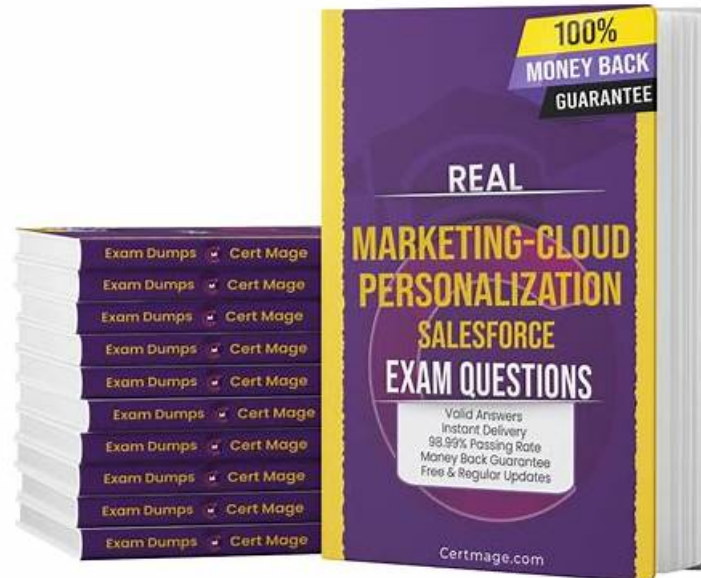


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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q87-Q92):

NEW QUESTION # 87

What are the two competitive advantages of interaction studio? [check]

- **A. True Real-Time Decisioning**
- B. Managers Consent
- **C. Monitors active time spent and true engagement**
- D. Integrated content management system

Answer: A,C

Explanation:

* Monitors Active Time Spent and True Engagement: Interaction Studio measures meaningful user engagement, focusing on active time spent rather than passive metrics.

* True Real-Time Decisioning: The platform processes data in real-time to provide instant, personalized decisions based on user interactions.

NEW QUESTION # 88

How quickly does Marketing Cloud Personalization synthesize and activate data to gauge and respond to an individual's in-the-moment intent, across channels?

- A. 1 second
- B. 1 minute
- C. 30 seconds
- **D. 30 milliseconds**

Answer: D

Explanation:

Marketing Cloud Personalization synthesizes and activates data within 30 milliseconds, enabling real-time personalization and decision-making across channels.

Reference: Salesforce Interaction Studio Real-Time Engagement Documentation.

NEW QUESTION # 89

Which ETL Feed is used to bring Campaign tracking data from Marketing Cloud messaging & Journeys or Pardot?

- A. Manual Segment ETL
- B. Product ETL
- C. Transaction ETL
- **D. External Email Campaign Events ETL**

Answer: D

Explanation:

The External Email Campaign Events ETL is used to bring campaign tracking data from Marketing Cloud Messaging & Journeys or Pardot into Interaction Studio. This integration allows tracking and optimization of email engagement.

Reference: Salesforce Marketing Cloud and Pardot ETL Integration Guide.

NEW QUESTION # 90

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

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

Answer: A

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 # 91

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

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

Answer: B,D,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 # 92

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