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Having a good command of professional knowledge for customers related to this Marketing-Cloud-Personalization exam is of superior condition. However, that is not certain and sure enough to successfully pass this exam. You need efficiency and exam skills as well. Actually, a great majority of exam candidates feel abstracted at this point, wondering which one is the perfect practice material they are looking for. To make things clear, we will instruct you on the traits of our Marketing-Cloud-Personalization real materials one by one. Here we recommend our Marketing-Cloud-Personalization guide question for your reference.

If you plan to apply for the Marketing Cloud Personalization Accredited Professional Exam (Marketing-Cloud-Personalization) certification exam, you need the best Marketing-Cloud-Personalization practice test material that can help you maximize your chances of success. You cannot rely on invalid Marketing-Cloud-Personalization Materials and then expect the results to be great. So, you must prepare from the updated Salesforce Marketing-Cloud-Personalization Exam Dumps to crack the Marketing-Cloud-Personalization exam.

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The Marketing Cloud Personalization Accredited Professional Exam certification also benefits organizations that use Marketing Cloud, as it ensures that their marketing professionals are well-equipped to leverage the platform's personalization capabilities to achieve their marketing goals.

Salesforce Marketing Cloud Personalization Accredited Professional Exam Sample Questions (Q19-Q24):

NEW QUESTION # 19

What are the three types of mobile campaigns a business user can create in IS?

- A. Push Message
- B. JSON Data A
- C. In-App Notification
- D. Browser Notification
- E. SMS Text Message

Answer: A,C,E

Explanation:

Salesforce Marketing Cloud (SFMC) provides powerful mobile marketing capabilities through Mobile Studio and Interaction Studio (IS). Businesses can engage customers using three types of mobile campaigns:

* Definition: SMS (Short Message Service) is used to send text messages directly to a user's mobile device.

* Use Case: Best for time-sensitive promotions, alerts, and transactional messages.

* Steps to Create in SFMC:

* Navigate to Mobile Studio > Mobile Connect.

* Set up the SMS configuration by selecting the Sender Profile.

* Create an SMS Message Template under Mobile Connect.

* Configure the audience using relevant segmentation criteria.

* Test and send the SMS campaign.

* References: Salesforce Marketing Cloud Documentation - Mobile Connect Setup and SMS Campaigns.

1. SMS Text Message

* Definition: Push notifications are sent to users via a mobile app to encourage engagement and drive specific actions.

* Use Case: Ideal for re-engagement and sending tailored updates.

* Steps to Create in SFMC:

* Navigate to Mobile Studio > Push.

* Configure App SDK Integration to enable push notifications.

* Define your Push Message content, including title and message.

* Specify segmentation using Audience Builder or Journey Builder.

* Schedule and send the Push campaign.

* References: Salesforce Marketing Cloud Documentation - Push Notification Guide.

2. Push Message

* Definition: In-app notifications are messages displayed within the app while users are actively using it.

* Use Case: Perfect for guiding user actions within the app, such as onboarding, product announcements, or updates.

* Steps to Create in SFMC:

* Navigate to Interaction Studio > In-App Messages.

* Select a trigger point for displaying the notification (e.g., on login or action completion).

* Design the content and layout of the in-app message.

* Use Journey Builder to configure the message's audience and timing.

* Deploy and monitor engagement metrics.

* References: Salesforce Interaction Studio Documentation - In-App Notification Configuration.

3. In-App Notification

Summary: These three types of campaigns (SMS Text Message, Push Message, and In-App Notification) empower businesses to create omnichannel mobile engagement strategies. Salesforce Marketing Cloud and Interaction Studio provide a flexible framework to set up, customize, and analyze these campaigns effectively.

Official Documentation References:

* Salesforce Marketing Cloud Mobile Studio Guide.

* Interaction Studio In-App Notification Setup: Salesforce Help.

NEW QUESTION # 20

A brand wants to view campaign performance of specific groups of users. How would they view this within the platform?

- A. Use a segment to setup a filter, then use the filter in campaign statistics
- B. Use engagement compare functionality to see the differences in key metrics and behaviours
- C. Use a segment to set a global goal
- D. Use a segment to specify certain actions, which can be set as the goal for a campaign

Answer: A

NEW QUESTION # 21

What are the three types of mobile campaigns a business user can create in IS?

- **A. Push Message**
- B. SMS Text Message
- C. JSON Data A
- **D. In-App Notification**
- E. Browser Notification

Answer: A,D

NEW QUESTION # 22

What is the Marketing Cloud Personalization terminology for the collection of products and content as well as related categories, and tags - such as brand, gender, style, keyword, and author?

- A. Directory
- **B. Catalog**
- C. Channel
- D. Objects

Answer: B

Explanation:

TheCatalogis a collection of products and content along with related categories and tags (e.g., brand, gender, style). It is used for managing and personalizing recommendations.

Reference: Salesforce Interaction Studio Catalog Setup Documentation.

NEW QUESTION # 23

What interaction studio component contains experiences and messages you design to personalize the interaction a visitor has with your channels?

- **A. Campaigns**
- B. Templates
- C. Audiences
- D. Recipes

Answer: A

NEW QUESTION # 24

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