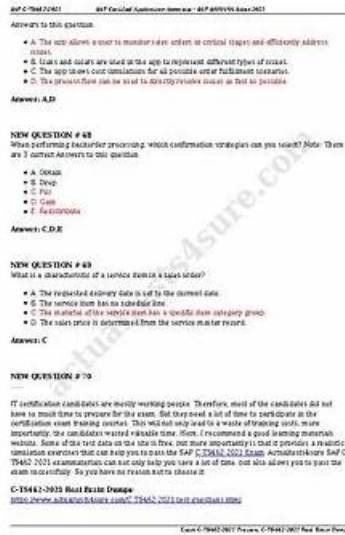


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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q30-Q35):

NEW QUESTION # 30

Which user attribute data types are supported in the identity system?

- A. String
- B. Multistring
- C. String and Multistring
- D. String and integer

Answer: C

Explanation:

In the identity system of Interaction Studio, user attributes support the following data types:

* String:

* Represents text-based data.

* Multistring:

* Represents a collection of string values, such as tags or categories associated with a user.

References:

* Salesforce Interaction Studio Documentation - User Attributes

NEW QUESTION # 31

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 uses third party software to match anonymous and known identities
- C. IS constantly monitors identifying information then user determines matching to determine if two or more profiles identify
- D. IS synchronise anonymous and known profiles once a day based on online traffic and data from sources

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 # 32

How often is the Event Stream report refreshed?

- A. Every Day
- B. Every 15 Seconds
- C. Every 30 Minutes
- D. Every hour

Answer: B

Explanation:

* The Event Stream report in Interaction Studio is refreshed every 15 seconds.

* This near real-time update provides immediate visibility into user actions and behaviors.

References:

* Salesforce Interaction Studio Documentation - Event Stream

NEW QUESTION # 33

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

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

Answer: B

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 # 34

During discovery, a solution architect works with a customer to define which three things before a developer implements the sitemap?

- A. ETL Feeds
- B. Datasets
- **C. Site Catalog**
- **D. Site Architecture**
- **E. Attribute Model**

Answer: C,D,E

Explanation:

Before implementing the Sitemap, a solution architect and customer should define:

- * Site Architecture (Answer B):
 - * Understand the structure of the website, including page types and navigation.
- * Attribute Model (Answer D):
 - * Define how data attributes (e.g., user behaviors, preferences) will be used for personalization.
- * Site Catalog (Answer E):
 - * Ensure the catalog of products, content, or services is structured and accessible for personalization logic.

References:

- * Salesforce Interaction Studio Documentation - Sitemap Planning

NEW QUESTION # 35

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