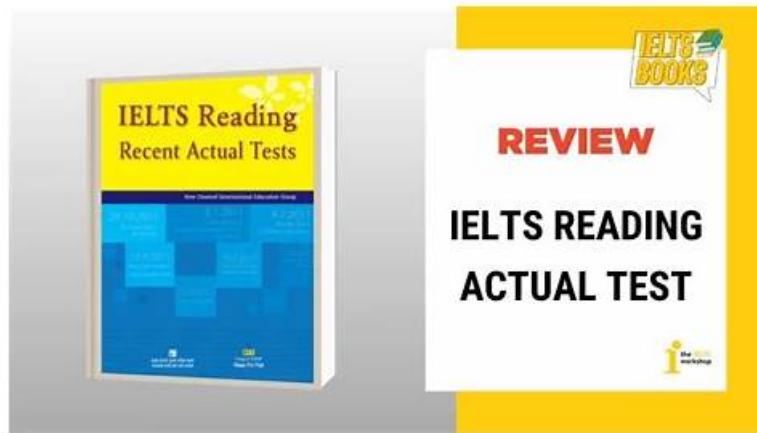


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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q93-Q98):

NEW QUESTION # 93

How often is the Event Stream report refreshed?

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

Answer: D

Explanation:

* TheEvent Streamreport in Interaction Studio is refreshed every15 seconds.

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

References:

* Salesforce Interaction Studio Documentation - Event Stream

NEW QUESTION # 94

What two fields can a web developer specify for defining a Content Zone?

Choose 2 answers

- A. The associated page type
- B. The dimensions of the Content Zone.
- C. The name of the Content Zone.
- D. The CSS selector of the DOM element.

Answer: C,D

Explanation:

- * The CSS selector of the DOM element (Answer A):
- * Identifies the exact HTML element on the page where the content will render.
- * The name of the Content Zone (Answer D):
- * Provides a unique identifier for the zone, used in campaign setup and tracking

References:

- * Salesforce Marketing Cloud Documentation - Defining Content Zones

NEW QUESTION # 95

A brand wants to do an ad-hoc export of a segment. What option could they use?

- A. The export segment functionality via CSV format
- B. The export segment functionality to Amazon S3
- C. The export segment functionality via JSON payload
- D. The export segment functionality via the SOAP API

Answer: A

Explanation:

Interaction Studio provides an export segment functionality via CSV format for ad-hoc segment exports.

This method is straightforward and widely compatible for analysis or further processing.

Reference: Salesforce Interaction Studio Segment Export Documentation.

NEW QUESTION # 96

What is the rule criteria that you can use in the segment creation process?

- A. Actions
- B. Social mentions
- C. Email click throughs
- D. Dimensions

Answer: D

Explanation:

Dimensions are the fundamental building blocks for creating segments in Salesforce Marketing Cloud.

They represent various attributes of your contacts, such as:

- * Demographic Information: Age, gender, location, income level, etc.
- * Behavioral Data: Purchase history, website visits, email engagement, etc.
- * Engagement Data: Email opens, clicks, bounces, etc.
- * Custom Attributes: Any custom fields you've added to your contact records.

By combining these dimensions, you can create highly targeted segments that align with your specific marketing goals. For example, you might create a segment of customers who are:

- * Located in a specific geographic region
- * Have made purchases in the past year
- * Have opened your recent email campaigns

Using dimensions to define your segment criteria allows you to precisely target your audience and deliver personalized marketing messages.

NEW QUESTION # 97

What attribute and value is passed in the event API request for returning server side campaigns?

- A. Server Side messages = 1
- B. Server side are always returned
- C. Source = Server
- D. Server side = true

Answer: C

Explanation:

In the Event API request for returning server-side campaigns in Salesforce Interaction Studio (IS), the attribute `Source` with the value `Server` is used. This ensures that the request explicitly identifies that it is for server-side campaigns, distinguishing it from client-side campaigns.

NEW QUESTION # 98

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
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