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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q102-Q107):

NEW QUESTION # 102
What qualifies a web visitor to see any experience of a web campaign?

- A. Einstein Next Best Action
- B. Email campaign rules

- C. Einstein Recipe Ingredients
- D. Campaign tracking rules

Answer: D

Explanation:
In Salesforce Marketing Cloud Interaction Studio (Marketing Cloud Personalization),Campaign Tracking Rulesdetermine when and how a web visitor qualifies to see an experience from a web campaign. These rules are essential for ensuring that campaigns are targeted accurately and delivered to the appropriate audience.
1. Campaign Tracking Rules
* What It Is:Campaign tracking rules specify the conditions under which a visitor becomes eligible to see a web campaign experience. These rules are often based on user behaviors, attributes, or interactions with the website.
* Purpose:
* To define entry conditions for campaign participation.
* To ensure relevant and personalized experiences for qualified visitors.
* How It Works:
* Tracking rules are defined at the campaign level in Interaction Studio.
* Rules can include conditions such as:
* Pages visited.
* Specific clicks or interactions.
* Time spent on a webpage.
* Referral sources or UTM parameters.
* When a visitor's behavior matches the tracking rules, they qualify to see the campaign experience.
* Example:
* A visitor who views a product page and spends more than 30 seconds qualifies to see a promotional banner for that product.
* Documentation Reference:Campaign Tracking Rules Overview.
Why Other Options Are Not Correct
* B. Einstein Next Best Action:
* Einstein Next Best Action provides recommendations for actions based on predictive algorithms.
While it can inform decisions, it does not directly determine qualification for web campaigns.

NEW QUESTION # 103
What qualifies a web vistor to see any experience of a Web Campaign?

- A. Einstein Next Best Action
- B. Campaign Targeting Rules
- C. Einstein Recipe Ingredients
- D. Email Campaign Rules

Answer: B

Explanation:
In Marketing Cloud Personalization,Campaign Targeting Rulesare the key determinants of whether a web visitor qualifies to see a specific experience within a web campaign. These rules act as filters, evaluating visitor attributes, behavior, and context to decide which experience, if any, should be displayed.
Here's how Campaign Targeting Rules work:
* Defining criteria:Marketers define specific criteria or conditions within the campaign setup. These criteria can include user attributes (demographics, location, loyalty status), behavioral data (past purchases, browsing history), or real-time context (device type, time of day).
* Evaluating visitors:When a visitor arrives on the website, Marketing Cloud Personalization evaluates their profile and behavior against the defined targeting rules.
* Delivering experiences:If a visitor meets the criteria of a specific rule, they are eligible to see the corresponding experience within the campaign. This could involve personalized content, targeted offers, or customized recommendations.

NEW QUESTION # 104
Which ingredient shows a visitor products or content based on a 'people like me' algorithm?

- A. Co-Browse
- B. Similar Items

- C. Trending
- D. Collaborative Filtering

Answer: D

Explanation:
TheCollaborative Filteringingredient uses a "people like me" algorithm to recommend products or content based on the behavior of similar users.
Reference: Salesforce Interaction Studio Recipe Ingredients Documentation.

NEW QUESTION # 105
What two fields can a web developer specify for defining a Content Zone?
Choose 2 answers

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

Answer: B,C

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 # 106
What are the three ways segments are used in Interaction studio?

- A. Creation related lists within salesforce CRM
- B. Targeting for campaigns
- C. Set goals and filters
- D. Analytics, trends and engagement
- E. Recommending products

Answer: B,C,D

Explanation:
Segmentsin Interaction Studio are used for:
* Set Goals and Filters (Answer A):
* Use segments to define audience-specific goals and refine data views.
* Targeting for Campaigns (Answer B):
* Segments help target specific user groups in campaigns to deliver personalized content.
* Analytics, Trends, and Engagement (Answer D):
* Analyze segment-level trends and behaviors to inform decision-making.
References:
* Salesforce Interaction Studio Documentation - Segment Usage

NEW QUESTION # 107
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