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## Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q35-Q40):

### NEW QUESTION # 35

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

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

**Answer: A**

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 # 36

In which two locations in the page Type definition can a developer pass in attributes?

- A. isMatch
- B. cashDom
- C. listeners
- D. onActionEvent

**Answer: A,D**

Explanation:

In Salesforce Marketing Cloud Personalization (formerly Interaction Studio), you can define page types within the Web SDK configuration (e.g., `evergage.init(...)`). A page type helps the system determine how to classify a given page and what data to capture. Developers often add custom attributes within these page type definitions to enrich the captured context.

Below are the two primary methods (from the listed options) where a developer can pass in or define attributes:

#### 1. isMatch (Option A)

\* What It Is

\* isMatch is a function used to determine if a particular page type definition applies to the current page (based on URL, DOM elements, or other logic). It returns a boolean (true or false) to indicate whether the page matches this definition.

\* Passing Attributes

\* Inside the isMatch function, developers can add or modify attributes to enrich the context object. For example:

```
isMatch: function(context) {
// Check if page matches (e.g., URL pattern)
if (window.location.pathname.includes("/product/")) {
// Add custom attributes
context.addAttributes({
productCategory: "Shoes",
productType: "Sneakers"
});
return true;
}
return false;
}
```

\* This ensures that whenever this page type's isMatch condition is true, certain attributes are set on the context.

\* Salesforce Reference

\* Salesforce Help: Web SDK Configuration Guide Explains how to set up page types, including using isMatch to define when a page type applies and how to add custom attributes.

#### 2. onActionEvent (Option B)

\* What It Is

\* onActionEvent is a function within a page type definition that fires whenever an action event (e.g., click event, impression event) is triggered. You can use this to capture more specific or dynamic data each time an action is recorded.

\* Passing Attributes

\* Within onActionEvent, you can also manipulate the event or context to set additional attributes. For example:

```
onActionEvent: function(context, event) {
// For instance, if the user clicks a particular element:
if (event.action.name === "click") {
// Add or override attributes for this event
event.attributes = {
```

```
event.attributes,  
clickedElementID: event.target.id  
};  
}  
}
```

\* This approach is particularly useful for capturing data specific to user interactions (clicks, hovers, form submissions, etc.).

\* Salesforce Reference

\* Salesforce Help: Handling Action Events in the Web SDK Describes how `onActionEvent` can be used to modify event data, including adding custom attributes.

### NEW QUESTION # 37

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

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

**Answer: B,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 # 38

What are IS machine learning powered algorithms called?

- A. Einstein Recipe
- B. Einstein Decisions
- C. Machine Learning Tools
- D. Data Science Workbends

**Answer: A**

Explanation:

Einstein Recipes are the machine-learning-powered algorithms used in Interaction Studio (IS) to deliver personalized recommendations.

These recipes allow businesses to customize AI models to align with their specific goals.

Reference: Salesforce Interaction Studio Documentation - Einstein Recipes Overview.

### NEW QUESTION # 39

A brand is testing three campaigns, each one with a control experience. Which segment type can the brand setup to make sure the same group always gets the control experience?

- A. Location-based segment
- B. Third party segment
- C. A/B test segment
- D. Control group segment

**Answer: D**

Explanation:

To ensure the same group of users always gets the control experience:

\* Control Group Segment:

\* Define a segment specifically for control group allocation.

\* This segment ensures consistency across campaigns, maintaining the same group in the control experience.

