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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q46-Q51):

NEW QUESTION # 46
Which role would the admin assign a user if they need to view everything in interaction studio and create, update, publish and delete

campaigns and recipes?

- A. Editor
- B. Viewer
- C. Campaign editor
- D. Campaign author

Answer: A

Explanation:
TheEditorrole in Interaction Studio provides permissions to view, create, update, publish, and delete campaigns and recipes.
This role is ideal for users who require comprehensive access to manage campaigns and AI-powered personalization.
InSalesforce Marketing Cloud Personalization (Interaction Studio), theEditorrole provides the necessary permissions to:
* View all data and activities within Interaction Studio.
* Create, update, publish, and delete campaigns.
* Manage and edit recipes and other configuration elements.
This role is ideal for users who need comprehensive access for both viewing and managing campaigns and recipes.
Reference: Salesforce Interaction Studio Roles and Permissions Documentation.

NEW QUESTION # 47
What two features of interaction studio have functionality to perform an A/B testing?

- A. Recipes
- B. Campaigns
- C. Segments
- D. Templates

Answer: B,D

Explanation:
Interaction Studio (now branded asMarketing Cloud Personalization) supportsA/B testingthrough specific features. Below is a detailed breakdown:
1. Campaigns
* Campaignsin Interaction Studio are the central component for personalizing experiences and are inherently designed to support A/B testing. You can test different campaign variations (content, offers, or design) to understand what resonates best with your audience.
* How to perform A/B Testing in Campaigns:
* Navigate to theCampaignstab within Interaction Studio.
* Create or select a campaign you wish to test.
* Define multiple variants (A, B, etc.) by tweaking the content, layout, or rules for each.
* Set up test parameters such as traffic distribution (e.g., 50% audience for A, 50% for B).
* Launch the campaign and monitor performance through reports/metrics like click-through rate (CTR) and conversions.
* Documentation Reference:Salesforce Documentation on Campaigns.
2. Templates
* Templatesare pre-defined content structures in Interaction Studio used for personalized experiences.
These templates also support A/B testing, allowing marketers to assess variations in presentation, design, or content to maximize impact.
* How to perform A/B Testing in Templates:
* Select or create a new template under theTemplatessection.
* Customize template versions for A/B testing (e.g., variation in banners, headlines, or product placements).
* Pair templates with a campaign to distribute the audience for testing.
* Analyze test results and iterate based on performance metrics.
* Documentation Reference:Salesforce Documentation on Templates.
Why Other Options Are Not Correct:
* C. Segments:
* Segments are used to define audience groups for targeting but do not inherently support A/B testing functionality. Segments are more about grouping audiences based on behaviors, demographics, or attributes rather than testing variations.

NEW QUESTION # 48

Which campaign type needs to be configured to set up the Marketing Cloud Personalization Connector for Sales and Service Clouds?

- A. Email Campaign
- B. Mobile Campaign
- C. Web Campaign
- D. Server-Side Campaign

Answer: D

Explanation:
To set up the Marketing Cloud Personalization Connector for Sales and Service Clouds, configure aServer- Side Campaign.
* This campaign type ensures data and recommendations are delivered directly to the Sales or Service Cloud via server-side integration.
References:
* Salesforce Marketing Cloud Documentation - Connector Configuration

NEW QUESTION # 49
How many times can a visitor accomplish a goal in interaction studio?

- A. It varies depending on the setup of the goal segment
- B. Only once for all time
- C. No more than twice or the goal completion will no longer be counted
- D. Each time a visitor leaves and rejoins the goal segment

Answer: A

Explanation:
In Salesforce Marketing Cloud Interaction Studio, the number of times a visitor can accomplish a goal depends on how the goal segment is configured. You have the flexibility to define the goal's behavior to suit your specific needs.
Here are the key factors that determine how many times a goal can be achieved:
* Goal Segment Configuration:
* Single-Visit Goal:The goal can be achieved only once per visitor session.
* Multi-Visit Goal:The goal can be achieved multiple times per visitor session, as long as the specific conditions are met each time.
* Time-Based Goal:The goal can be achieved multiple times within a specified time frame, regardless of the number of sessions.
* Goal Criteria:
* The specific criteria defined for the goal will also influence how many times it can be achieved.
For example, if the goal is to click a specific button, it can be achieved multiple times if the button is clicked repeatedly.
By carefully configuring your goal segments, you can accurately track visitor behavior and measure the effectiveness of your Interaction Studio experiences.

NEW QUESTION # 50
A business user created a segment to track everyone that has looked at the homepage today. How long does it take for a web visitor to join the segment after viewing the homepage?

- A. 1 hour
- B. Real-time
- C. 15 minutes
- D. 30 minutes

Answer: B

Explanation:
Interaction Studio updates segment membership inreal-time, meaning web visitors are immediately added to the segment after fulfilling the criteria, such as viewing the homepage.
Reference: Salesforce Interaction Studio Real-Time Segmentation Documentation.

NEW QUESTION # 51

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