

Efficient Marketing-Cloud-Personalization Study Plan

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Salesforce Marketing-Cloud-Personalization Accredited Professional certification is a valuable credential for professionals who want to advance their careers in the field of marketing automation. It demonstrates your expertise in Marketing Cloud Personalization, which is becoming increasingly important in today's digital marketing landscape. Marketing Cloud Personalization Accredited Professional Exam certification will help you stand out from the competition and gain recognition for your skills and knowledge in this area. With this certification, you will be able to create more effective, personalized marketing campaigns that drive better results for your organization.

To become a Marketing Cloud Personalization Accredited Professional, individuals must pass a 60-question exam that assesses their knowledge of Marketing Cloud's personalization features, including email personalization, content personalization, and personalization using Marketing Cloud's Einstein AI technology.

>> Marketing-Cloud-Personalization Study Plan <<

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To assimilate those useful knowledge better, many customers eager to have some kinds of Marketing-Cloud-Personalization practice materials worth practicing. All content is clear and easily understood in our Marketing-Cloud-Personalization practice materials. They are accessible with reasonable prices and various versions for your option. All content are in compliance with regulations of the Marketing-Cloud-Personalization Exam. As long as you are determined to succeed, our Marketing-Cloud-Personalization study guide will be your best reliance.

Salesforce Marketing Cloud Personalization Accredited Professional Exam Sample Questions (Q77-Q82):

NEW QUESTION # 77

Event API requests are made using what two content types (select 2)?

- A. JSON
- B. XML
- C. CSV
- D. Form URL encoded

Answer: A,D

Explanation:

Event API requests in Interaction Studio can be made using the following content types:

- * Form URL Encoded: Suitable for sending event data in a simple key-value format.
- * JSON: Commonly used for complex data structures, offering flexibility and compatibility.

Reference: Salesforce Interaction Studio Event API Documentation.

NEW QUESTION # 78

What qualifies a web visitor to see any experience of a web campaign?

- A. Email campaign rules
- B. Campaign tracking rules
- C. Einstein Next Best Action
- D. Einstein Recipe Ingredients

Answer: B

Explanation:

In Salesforce Marketing Cloud Interaction Studio (Marketing Cloud Personalization), Campaign Tracking Rules determine 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 # 79

What two features of Marketing cloud Personalization can be used in an open-time email Campaign?

- A. Survey
- B. Attribute
- C. Promotion
- D. Recipe

Answer: C,D

NEW QUESTION # 80

A brand's website is seeing high traffic but much of the behaviour is anonymous. How does IS unify anonymous identities?

- A. IS synchronise anonymous and knows profiles once a day based on online traffic and data offer sources
- B. IS uses probability matching to determine if two or more profiles represent for user identity
- C. IS users third party software to match anonymous and knows identities
- D. IS constantly monitors identifying information then user determines matching to determine if two or more profiles identify

Answer: B

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 # 81

Which two successs metrics can a company achieve with IS their web channel?

- A. Increase in conversion rate
- B. Increase in revenue
- C. Increase in first time visitor
- D. Increase in organic search ranking

Answer: A,D

NEW QUESTION # 82

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