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Salesforce Marketing Cloud Personalization Accredited Professional Exam

Sample Questions (Q17-Q22):

NEW QUESTION # 17

What is the Marketing Cloud Personalization terminology for the collection of products and content as well as related categories, and tags - such as brand, gender, style, keyword, and author?

- A. Objects
- B. Directory
- C. Catalog
- D. Channel

Answer: C

NEW QUESTION # 18

A brand's website is seeing high traffic, but much of the behavior is anonymous. How does Marketing Cloud Personalization identify identities?

- A. Marketing Cloud Personalization synchronizes anonymous and known profiles once a day based on online traffic and data from offline)
- B. Marketing cloud personalization constantly monitors identifying information, then uses deterministic matching to determine if two same identity
- C. marketing cloud Personalization uses third party software to match anonymous and known identities
- D. Marketing cloud personalization uses probabilistic matching to determine if two or more profiles represent the same identity

Answer: D

NEW QUESTION # 19

What are IS machine learning powered algorithms called?

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

Answer: D

NEW QUESTION # 20

What are the three types of mobile campaigns a business user can create in IS?

- A. In-App Notification
- B. Push Message
- C. Browser Notification
- D. SMS Text Message
- E. JSON Data A

Answer: A,B,D

Explanation:

Salesforce Marketing Cloud (SFMC) provides powerful mobile marketing capabilities through Mobile Studio and Interaction Studio (IS). Businesses can engage customers using three types of mobile campaigns:

Definition: SMS (Short Message Service) is used to send text messages directly to a user's mobile device.

Use Case: Best for time-sensitive promotions, alerts, and transactional messages.

Steps to Create in SFMC:

Navigate to Mobile Studio > MobileConnect.

Set up the SMS configuration by selecting the Sender Profile.

Create an SMS Message Template under MobileConnect.

Configure the audience using relevant segmentation criteria.

Test and send the SMS campaign.

Salesforce Marketing Cloud Documentation - MobileConnect Setup and SMS Campaigns.

2. Push MessageDefinition: Push notifications are sent to users via a mobile app to encourage engagement and drive specific actions.

Use Case: Ideal for re-engagement and sending tailored updates.

Steps to Create in SFMC:

Navigate to Mobile Studio > Push.

Configure App SDK Integration to enable push notifications.

Define your Push Message content, including title and message.

Specify segmentation using Audience Builder or Journey Builder.

Schedule and send the Push campaign.

References: Salesforce Marketing Cloud Documentation - Push Notification Guide.

3. In-App NotificationDefinition: In-app notifications are messages displayed within the app while users are actively using it.

Use Case: Perfect for guiding user actions within the app, such as onboarding, product announcements, or updates.

Steps to Create in SFMC:

Navigate to Interaction Studio > In-App Messages.

Select a trigger point for displaying the notification (e.g., on login or action completion).

Design the content and layout of the in-app message.

Use Journey Builder to configure the message's audience and timing.

Deploy and monitor engagement metrics.

References: Salesforce Interaction Studio Documentation - In-App Notification Configuration.

Summary:These three types of campaigns (SMS Text Message, Push Message, and In-App Notification) empower businesses to create omnichannel mobile engagement strategies. Salesforce Marketing Cloud and Interaction Studio provide a flexible framework to set up, customize, and analyze these campaigns effectively.

Official Documentation References:

Salesforce Marketing Cloud Mobile Studio Guide.

Interaction Studio In-App Notification Setup: Salesforce Help.

NEW QUESTION # 21

What are two ways to populate the interaction studio catalog? [check]

- A. Third-party integration
- B. Web sdk
- C. ETL Feed
- D. Email pixel

Answer: B,C

Explanation:

Two ways to populate the Interaction Studio catalog are:

* ETL Feed (Answer A):

* Uses scheduled file uploads to update catalog data, including product or content details.

* Web SDK (Answer C):

* Automatically captures catalog data from a website during user interactions.

References:

* Salesforce Interaction Studio Documentation - Catalog Management

NEW QUESTION # 22

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