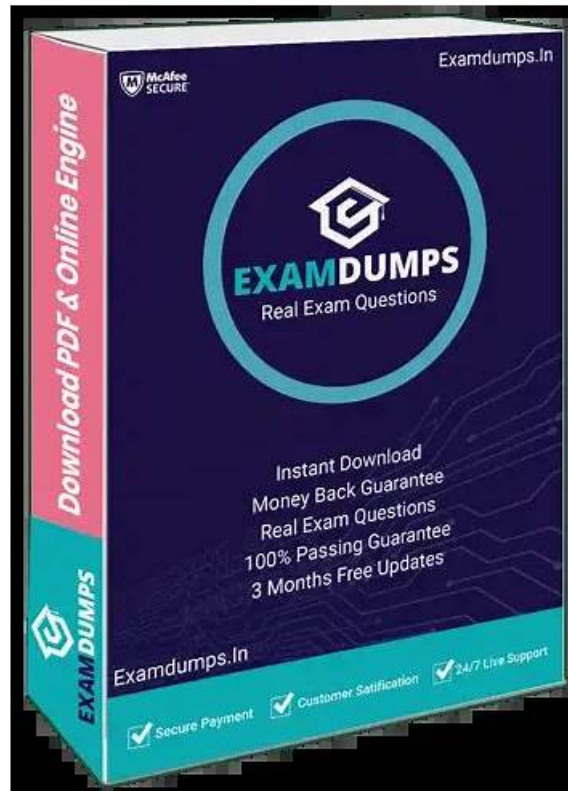


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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q51-Q56):

NEW QUESTION # 51

What are two ways to populate the Marketing Cloud Personalization catalog?

- A. ETL Feed
- B. Web SDK
- C. Email Pixel
- D. Third-party Integration

Answer: A,B

Explanation:

Two ways to populate the Marketing Cloud Personalization catalog are:

* ETL Feed (Answer C):

* Upload data files to populate the catalog with batch updates.

* Web SDK (Answer D):

* Automatically collect catalog data during website interactions.

References:

* Salesforce Marketing Cloud Documentation - Catalog Management

NEW QUESTION # 52

Which scenario is a valid interaction studio use case?

- A. Behavioural targeting with 3rd party audience data
- B. Recommendations in email which are personalized at open time
- C. Recommendations in email which are personalised at send time
- D. Machine learning driven insights within a customer database

Answer: B

Explanation:

Interaction Studio supports personalization at open time for email recommendations. This ensures the content reflects the recipient's most recent behaviors and interactions at the time they open the email.

Reference: Salesforce Interaction Studio Documentation - Open Time Personalization for Email.

NEW QUESTION # 53

If you want to compare the completion of two objectives based on a filter, what report would you use?

- A. Referring sources report
- B. Goal completion report
- C. Visitor behaviour report
- D. Goal comparison report

Answer: D

Explanation:

The Goal Comparison Report allows you to compare the completion rates of two objectives based on filters.

This report helps in understanding the relative performance of different goals under the same conditions.

Reference: Salesforce Interaction Studio Reports Guide.

NEW QUESTION # 54

What are the three types of ingredients available for a recipe?

- A. Catalog-based and Trending
- B. Promotions

- C. Machine Learning
- D. Co-Occurrence
- E. Recommendations

Answer: A,D,E

Explanation:

Within the context of Salesforce Marketing Cloud's Interaction Studio (formerly Evergage), "recipes" are pre-built configurations for personalized recommendations. These recipes utilize different types of "ingredients" to determine which items to recommend. Let's break down the correct options:

A: Catalog-based and Trending

* Verified: This is a type of ingredient used in Interaction Studio recipes.

* Explanation:

* Catalog-based: This ingredient leverages data from your product or content catalog. It can recommend items based on various catalog attributes like:

* Category: Recommending items from the same or related categories as items the user has viewed or interacted with.

* Attributes: Recommending items that share specific attributes (e.g., color, brand, size) with items the user has shown interest in.

* Keywords: Recommending items whose descriptions or metadata match keywords derived from user behavior.

* Trending: This ingredient considers the overall popularity or trending status of items within your catalog, often within a specific timeframe (e.g., "Trending in the last 7 days").

* Salesforce Marketing Cloud References:

* Interaction Studio Recipes: The Interaction Studio documentation describes the various recipe types and the ingredients they use.

B: Recommendations

* Verified: This is a broad category encompassing ingredients that generate recommendations based on various algorithms.

* Explanation:

* Recommendation Algorithms: Interaction Studio employs different algorithms to generate recommendations, including:

* Collaborative Filtering: Recommending items that similar users have liked or interacted with.

* Content-Based Filtering: Recommending items that are similar in content or attributes to items the user has shown interest in.

* User Affinity: Recommending items based on the user's overall affinity for particular categories, brands, or attributes, calculated from their historical interactions.

* Note: "Recommendations" is a more general term. Specific recommendation ingredients might have names like "User-to-Item Affinity," "Item-to-Item Similarity," or use algorithm names directly.

C: Co-Occurrence

* Verified: This is a specific type of recommendation ingredient that focuses on items frequently viewed or purchased together.

* Explanation:

* Co-occurrence Logic: This ingredient identifies items that are often viewed or purchased in the same session or within a short timeframe. It suggests that if a user is interested in item A, they are also likely to be interested in item B because other users have frequently interacted with both items together.

* Examples:

* "Customers who bought this item also bought..."

* "Frequently viewed together"

NEW QUESTION # 55

A marketer would like to display the most common products purchased by previous buyers along with the main item on a product page, which ingredient would they need to use in the recipe?

- A. Similar Items
- B. Co-Browse
- C. Co-Buy
- D. Trending

Answer: C

Explanation:

* The Co-Buy ingredient in a recipe identifies and displays products commonly purchased together.

* On a product page, it can recommend complementary items based on the main product being viewed.

References:

* Salesforce Interaction Studio Documentation - Recipes and Ingredients

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