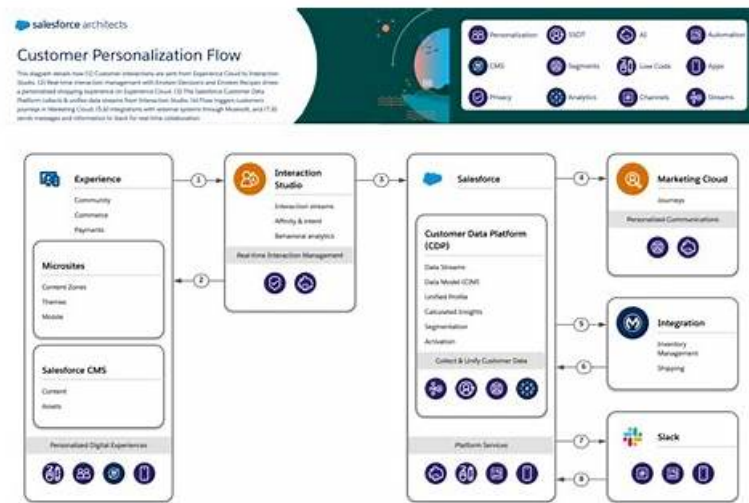


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Salesforce Marketing-Cloud-Personalization (Marketing Cloud Personalization Accredited Professional) Exam is an advanced credential that assesses a candidate's understanding of using Salesforce Marketing Cloud to create personalized experiences for customers. Marketing-Cloud-Personalization exam is designed for professionals who have a good knowledge of Marketing Cloud and want to demonstrate their expertise in leveraging its personalization capabilities. Marketing-Cloud-Personalization Exam focuses on best practices for creating personalized experiences across email, mobile, social, web, and advertising channels.

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Salesforce Marketing Cloud Personalization Accredited Professional Exam Sample Questions (Q70-Q75):

NEW QUESTION # 70

Which two components does a user need to configure in Marketing Cloud Personalization to display Einstein product recommendations via the Marketing Cloud Personalization Connector for Sales and Service Cloud?

- A. Einstein Decisions
- B. Promotions

- C. Catalog Items
- D. Einstein Recipes

Answer: C,D

Explanation:

To display Einstein product recommendations via the Marketing Cloud Personalization Connector for Sales and Service Cloud, configure:

- * Catalog Items (Answer A):
- * Populate and maintain a catalog of products or content to enable recommendations.
- * Einstein Recipes (Answer C):
- * Set up personalized recommendation logic using recipes to determine which products are suggested.

References:

- * Salesforce Marketing Cloud Documentation - Einstein Recommendations Integration

NEW QUESTION # 71

A brand wants to do an ad-hoc export of a new user-defined attributes, what option would they choose?

- A. The option to send segment data to Marketing Cloud
- B. The option to include built-in fields on a segment export
- C. The option to exclude anonymous fields on a segment export
- D. The option to include all custom fields on a segment export

Answer: D

Explanation:

When exporting user-defined attributes, selecting the option to include all custom fields ensures that all newly created custom attributes are part of the export.

This functionality is especially useful for ad-hoc data exports to analyze or integrate additional user data.

Reference: Salesforce Interaction Studio Segment Export Guide.

NEW QUESTION # 72

Which user attribute data types are supported in the identity system?

- A. Multistring
- B. String and Multistring
- C. String and integer
- D. String

Answer: D

NEW QUESTION # 73

What are the two competitive advantages of interaction studio?

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

Answer: B,D

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.

Salesforce Interaction Studio Competitive Advantages Guide.

NEW QUESTION # 74

What attribute and value is passed in the event API request for returning server side campaigns?

- A. Server Side messages = 1
- B. Source = Server
- C. Server side = true
- D. Server side are always returned

Answer: B

Explanation:

In the Event API request for returning server-side campaigns in Salesforce Interaction Studio (IS), the attribute `Source` with the value `Server` is used. This ensures that the request explicitly identifies that it is for server-side campaigns, distinguishing it from client-side campaigns.

NEW QUESTION # 75

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