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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q63-Q68):

NEW QUESTION # 63

Which ingredient shows a visitor products or content based on a "people like me" algorithm?

- **A. Collaborative Filtering**

- B. Similar Items
- C. Co Browser
- D. Trending

Answer: A

Explanation:

* The Collaborative Filtering ingredient uses a "people like me" algorithm to suggest products or content based on the behaviors of other users with similar preferences or actions.

* It identifies patterns among groups of users to provide tailored recommendations.

References:

* Salesforce Interaction Studio Documentation - Ingredients in Recipes

NEW QUESTION # 64

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 After viewing the homepage?

Answer:

Explanation:

Immediate

Explanation:

In Interaction Studio, segment membership updates occur in real-time. A web visitor is immediately added to the segment after meeting the criteria, such as viewing the homepage.

Reference: Salesforce Interaction Studio Real-Time Segmentation Documentation.

NEW QUESTION # 65

Which data feed integrates external system data into a user's profile leveraging identity attributes?

- A. Catalog Feed
- B. Identity Feed
- C. Interaction Feed
- **D. User Feed**

Answer: D

Explanation:

In Marketing Cloud Personalization, the User Feed is specifically designed to integrate external system data into user profiles by leveraging identity attributes. This allows businesses to enrich user profiles with valuable information from various sources, such as CRM systems, loyalty programs, or other marketing platforms.

Here's how the User Feed works:

* Identity resolution: The User Feed utilizes identity attributes, such as email addresses, customer IDs, or loyalty numbers, to match incoming data with existing user profiles in Marketing Cloud Personalization. This ensures that data is accurately associated with the correct individuals.

* Data enrichment: Once a match is found, the User Feed appends the incoming data to the user's profile.

This can include a wide range of attributes, such as demographics, purchase history, preferences, loyalty status, or any other relevant information from the external system.

* Enhanced personalization: By enriching user profiles with data from various sources, the User Feed enables more granular segmentation, targeted campaigns, and personalized recommendations. This leads to a more relevant and engaging customer experience.

NEW QUESTION # 66

Which entry source event type needs to be configured for a journey to be used in the segment join to journey builder feature?

- A. Date based
- B. API
- **C. Audience**
- D. Salesforce data

Answer: C

Explanation:

To enable the segment join to Journey Builder feature in Interaction Studio:

* The Audience entry source event type must be configured.

* This allows segments created in Interaction Studio to be synchronized with Journey Builder, triggering journeys based on segment membership.

References:

* Salesforce Interaction Studio Documentation - Journey Integration

NEW QUESTION # 67

Which global template do you select and customize to provide product recommendations on the homepage?

- A. Einstein Content Recommendations
- **B. Einstein Product Recommendations**
- C. Banner with CTA
- D. InfoBar with CTA

Answer: B

Explanation:

The Einstein Product Recommendations global template is selected and customized to provide product recommendations on the homepage.

* It is pre-configured to display dynamic product suggestions based on user behavior and preferences.

References:

* Salesforce Marketing Cloud Documentation - Product Recommendation Templates

NEW QUESTION # 68

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