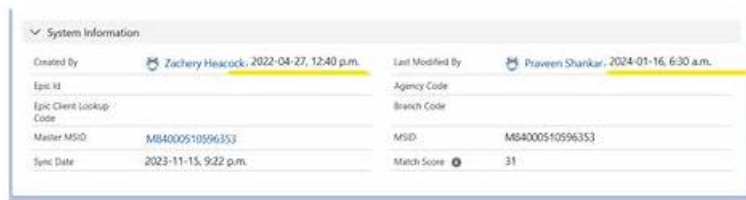


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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q10-Q15):

NEW QUESTION # 10

How many days after the date of upload will files be deleted from the SFTP?

- A. 60 days
- B. 30 days
- C. 90 days
- D. 180 days

Answer: B

Explanation:

Salesforce Marketing Cloud's SFTP (Simple File Transfer Protocol) is designed to securely transfer files between your system and Marketing Cloud. To optimize storage and security, files are retained for a specific period.

According to Salesforce documentation, files uploaded via SFTP are typically deleted after 30 days. This retention period is a standard setting and may vary based on specific configurations or agreements with Salesforce.

To confirm the exact retention period for your organization, it's recommended to:

* Consult with your Salesforce Administrator: They can provide specific details about your organization's SFTP configuration and retention policies.

* Review Salesforce Documentation: Refer to the official Salesforce Marketing Cloud documentation for the most up-to-date information on file retention policies and best practices.

By understanding the file retention policy, you can effectively manage your file transfers and ensure that your data is securely stored and accessed within the specified timeframe.

NEW QUESTION # 11

Which two components does a user need to configure in IS to display Einstein product recommendation via IS connection for sales and service cloud?

- A. Catalog items
- B. Einstein recipes
- C. Promotion
- D. Einstein Decision

Answer: A,B

Explanation:

To display Einstein Product Recommendations via the Interaction Studio connection for Sales and Service Cloud:

* Einstein Recipes (Answer A):

* Configure recipes to determine the logic for recommendations.

* Catalog Items (Answer B):

* Define and synchronize catalog items (e.g., products or content) to ensure recommendations are accurate and aligned with available inventory.

References:

* Salesforce Einstein Documentation - Product Recommendations

* Interaction Studio Documentation - Einstein Integration

NEW QUESTION # 12

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

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

Answer: C

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 # 13

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

Answer: C

Explanation:

* The Co-Buying 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

NEW QUESTION # 14

How are anonymous visitors tracked?

- A. Marketing Cloud Personalization assigns a unique alphanumeric identifier using a first-party cookie.
- B. The browser assigns a 3rd party cookie
- C. Marketing Cloud Personalization assigns a unique alphanumeric identifier using a 3rd-party cookie.
- D. The customer must assign a unique alphanumeric identifier using a first-party cookie.

Answer: A

Explanation:

Anonymous visitors are tracked using a unique alphanumeric identifier assigned by Marketing Cloud Personalization through a first-party cookie, ensuring compliance with privacy standards.

Reference: Salesforce Interaction Studio Visitor Tracking Guide.

NEW QUESTION # 15

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