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The Salesforce AP-216 certification is one of the top-rated career advancement certifications in the market. This Marketing Cloud Personalization Accredited Professional (AP-216) certification exam has been inspiring candidates since its beginning. Over this long time period, thousands of AP-216 Exam candidates have passed their Marketing Cloud Personalization Accredited Professional

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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q100-Q105):

NEW QUESTION # 100
Which two components does a user need to configure in IS to display Einstein product recommendation vis IS connection for sales and service cloud?

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

Answer: C,D

Explanation:
To displayEinstein Product Recommendationsvia 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 # 101
What is a rule criteria that you can use in the segment creation process?

- A. Actions
- B. Social Mentions
- C. Dimensions
- D. Email Click Throughs

Answer: A

Explanation:
When creating segments in Marketing Cloud Personalization,Actionsserve as a crucial rule criteria. Actions represent the specific behaviors and interactions users perform on your website, mobile app, or other digital channels. These actions provide valuable insights into user preferences, intent, and engagement.
Here's how Actions are used in segment creation:
* Defining segment criteria:You can create segments based on specific actions users have taken, such as viewing a product, adding an item to their cart, completing a purchase, or abandoning a form. This allows you to group users based on their demonstrated interests and behaviors.
* Combining with other criteria:Actions can be combined with other rule criteria, such asuser attributes (demographics, location) or session attributes (time of day, device type), to create highly targeted segments. This enables you to define complex rules that capture nuanced user behavior.
* Real-time segmentation:Actions are tracked in real-time, allowing for dynamic segment updates. As users perform actions, they are automatically added or removed from segments based on the defined criteria. This ensures that your segments always reflect the latest user behavior.

NEW QUESTION # 102
How does interaction studio deliver technical value to marketers? [Check]

- A. By providing a cloud-based application designed to help salespeople sell smarter and faster
- B. By providing a cloud-based unified e-commerce platform with mobile, AI personalisation, order management capabilities,

and related services for B2C
- C. By listening to customer signals, understanding customer intent, and acting accordingly
- D. By providing a platform to manage, schedule, create and monitor content

Answer: C

Explanation:
Interaction Studio delivers technical value by enabling marketers to:
* Listento customer interactions across channels.
* Understandintent using AI and machine learning.
* Actin real time to deliver personalized experiences.
Reference: Salesforce Interaction Studio Technical Benefits Guide.

NEW QUESTION # 103
Which ingredient shows a vistor products or content based on a "people like me" algorithm?

- A. Trending
- B. Collaborative Filtering
- C. Similar Items
- D. Co Browser

Answer: B

Explanation:
* TheCollaborative Filteringingredient 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 # 104
What is the best practice naming convention for attributes?

- A. lowerCamelCase
- B. Lower_snake_case
- C. UpperCamelCase
- D. Upper_snake_case

Answer: C

Explanation:
Best practice naming convention for attributes in Interaction Studio:
* UseUpperCamelCase(e.g., FirstName, PurchaseDate).
* This ensures consistency, readability, and adherence to Interaction Studio's standards.
References:
* Salesforce Interaction Studio Developer Documentation - Attribute Naming Conventions

NEW QUESTION # 105
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