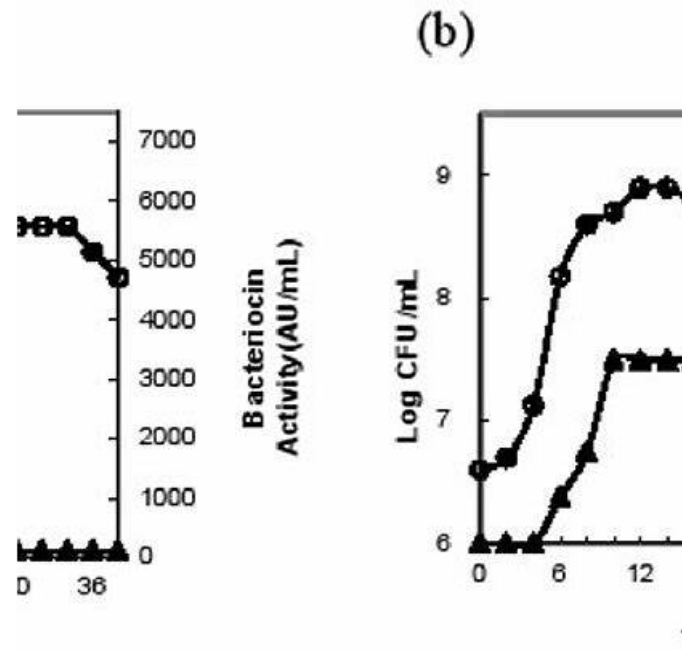


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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q22-Q27):

NEW QUESTION # 22

What would a marketer include in a Recipe if they don't want to display recommendations for products priced less than \$15?

- A. Booster

- B. Variation
- C. Elimination
- D. Exclusion

Answer: D

Explanation:

To prevent recommendations for products priced under \$15 in a Marketing Cloud Personalization recipe, marketers should utilize the Exclusion ingredient. This powerful feature allows for fine-grained control over recommendations by specifying criteria that disqualify certain items from being suggested.

Here's how the Exclusion ingredient works:

* **Defining exclusion criteria:** Within the recipe, marketers can define specific criteria that exclude products from the recommendation set. In this case, the exclusion criterion would be "price less than \$15."

* **Filtering recommendations:** When the recipe generates recommendations, the Exclusion ingredient filters out any products that meet the defined criteria. This ensures that only products priced \$15 or higher are included in the final recommendations.

* **Flexibility:** Exclusions can be based on various product attributes or dimensions, providing flexibility in tailoring recommendations. This allows marketers to create highly targeted recommendations that align with campaign goals and customer preferences.

NEW QUESTION # 23

Which two items can be included in the total engagement score calculation?

- A. Actions
- B. Visits
- C. Identity merge date
- D. Time of Day

Answer: A,B

Explanation:

* **Visits (Answer B):**

* The number of times a user visits a website or interacts with a channel.

* **Actions (Answer C):**

* Specific actions taken by the user, such as clicks, purchases, or form submissions.

These metrics reflect user interaction and engagement with the platform.

References:

* Salesforce Interaction Studio Documentation - Engagement Scoring

NEW QUESTION # 24

The sitemap provides the functionality that enables IS to identify which three items?

- A. content zones
- B. campaign
- C. attributes
- D. Page types
- E. Templates

Answer: A,C,D

Explanation:

A sitemap in Interaction Studio enables IS to identify key components on a website for personalization purposes, including:

* **Page Types (Answer A):**

* Classifies different types of pages (e.g., product pages, category pages).

* **Content Zones (Answer B):**

* Defines areas of the webpage where personalized content can be displayed.

* **Attributes (Answer C):**

* Captures metadata about pages and elements, such as product details or user behavior.

References:

* Salesforce Interaction Studio Documentation - Sitemaps

NEW QUESTION # 25

How quickly does interaction studio synthesize and activate data to gauge and respond to an individual's in-the-moment intent, across channels?

- A. 1 second
- **B. 30 milliseconds**
- C. 30 Seconds
- D. 1 minutes

Answer: B

Explanation:

Interaction Studio synthesizes and activates data to gauge and respond to an individual's in-the-moment intent across channels within 30 milliseconds. This real-time processing enables rapid personalization and engagement.

Reference: Salesforce Interaction Studio Real-Time Engagement Guide.

NEW QUESTION # 26

How does IS define web template?

- A. The events and behavior of what will be captured on the websites
- B. An area on your site that a developer has configured.
- C. A google Chrome Extension
- **D. A repeatable framework used to create a web campaign**

Answer: D

Explanation:

In Interaction Studio (IS), a web template is defined as:

* A reusable framework that simplifies the creation of web campaigns.

* Developers design web templates to include configurable elements such as layout, dynamic content rules, and styling, which marketers can use to personalize experiences without requiring extensive coding.

References:

* Salesforce Interaction Studio Documentation - Web Templates

NEW QUESTION # 27

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