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

### NEW QUESTION # 70

A business user wants to deliver different experiences to different segments within the same campaign, which testing option should they select?

- A. A/B testing
- B. Variation testing
- **C. Rule based testing**
- D. Time based testing

**Answer: C**

Explanation:

Verified:Rule-based testing (also known as dynamic content or multivariate testing in some contexts) is the most appropriate approach in Salesforce Marketing Cloud to deliver different experiences to different segments within the same campaign.

Explanation:

\* Rule-Based Testing:This approach involves defining rules that determine which content variation a subscriber will see based on their specific characteristics (attributes, data extension values, segment membership, etc.).

\* Segmentation:You can create segments within Salesforce Marketing Cloud based on various criteria, like demographics, behavior, engagement history, or any other data you have about your subscribers.

\* Content Variations:You create multiple variations of content (e.g., different images, text blocks, or calls to action) within an email or CloudPage.

\* Rule Definition:Within the content editing interface (Email Studio Content Builder orCloudPages), you define rules that map segments to content variations. For example:

\* Rule 1:If a subscriber is in the "High-Value Customers" segment, show Content Variation A (e.g., an exclusive offer).

\* Rule 2:If a subscriber is in the "New Subscribers" segment, show Content Variation B (e.g., a welcome message).

\* Default Content:You can also define a default content variation to be shown to subscribers who don't match any of the defined rules.

Salesforce Marketing Cloud References:

\* Dynamic Content (Email Studio):Salesforce Marketing Cloud's core feature for rule-based content personalization is called "Dynamic Content."

#### NEW QUESTION # 71

What are IS machine learning powered algorithms called?

- A. Machine Learning Tools
- B. Data Science Workbends
- **C. Einstein Recipe**
- D. Einstein Decisions

**Answer: C**

Explanation:

Einstein Recipesare the machine-learning-powered algorithms used in Interaction Studio (IS) to deliver personalized recommendations.

These recipes allow businesses to customize AI models to align with their specific goals.

Reference: Salesforce Interaction Studio Documentation - Einstein Recipes Overview.

#### NEW QUESTION # 72

What would a marketer include in a Recipe if they want the visitor's affinity score to be taken into account when showing recommendations?

- A. Ingredient
- B. Variation
- C. Exclusion
- **D. Booster**

**Answer: D**

Explanation:

To include the visitor'saffinity scorein a Recipe, a marketer would:

\* Use aBooster to prioritize recommendations that align with the visitor's affinities or preferences.

\* Boosters allow fine-tuning of recommendations to make them more relevant.

References:

\* Salesforce Interaction Studio Documentation - Recipe Configuration

### NEW QUESTION # 73

What are two ways to populate the Marketing Cloud Personalization catalog?

- A. Web SDK
- B. Email Pixel
- C. ETL Feed
- D. Third-party Integration

**Answer: A,C**

Explanation:

Two ways to populate the Marketing Cloud Personalization catalog are:

\* ETL Feed (Answer C):

\* Upload data files to populate the catalog with batch updates.

\* Web SDK (Answer D):

\* Automatically collect catalog data during website interactions.

References:

\* Salesforce Marketing Cloud Documentation - Catalog Management

### NEW QUESTION # 74

Which campaign type needs to be configured to setup the interaction studio connector for sales and service clouds?

- A. Mobile campaign
- B. Email campaign
- C. Web campaign
- D. Server-side campaign

**Answer: D**

Explanation:

Server-side campaigns are configured when setting up the Interaction Studio connector for Sales and Service Clouds. This campaign type enables the integration of user interactions and data captured in these clouds for real-time personalization and engagement.

Reference: Salesforce Interaction Studio Documentation - Connector Setup for Sales and Service Clouds.

### NEW QUESTION # 75

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