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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q89-Q94):

NEW QUESTION # 89

How does a marketer perform an A/B test in Web Campaigns?

- A. Create multiple experiences
- B. Create multiple web campaigns
- C. Create multiple events
- D. Create multiple web templates

Answer: A

Explanation:

In web campaigns, an A/B test is performed by creating multiple experiences. Each experience represents a variation of the content or layout, and Interaction Studio compares their performance based on predefined metrics.

Reference: Salesforce Interaction Studio A/B Testing in Web Campaigns Guide.

NEW QUESTION # 90

If you want to compare the completion of two objectives based on a filter, what report would you use?

- A. Goal completion report
- B. Visitor behaviour report
- C. Goal comparison report
- D. Referring sources report

Answer: C

Explanation:

The Goal Comparison Report allows you to compare the completion rates of two objectives based on filters.

This report helps in understanding the relative performance of different goals under the same conditions.

Reference: Salesforce Interaction Studio Reports Guide.

NEW QUESTION # 91

If a developer needs to test a website where a beacon from a different dataset has been deployed, which feature of the Evergage Launcher needs to be enabled to simulate?

- A. Force SDK URL
- B. Developer tools
- C. Inject SDK
- D. Campaign Debugger

Answer: A

Explanation:

When testing a website where a beacon from a different dataset is deployed, the Force SDK URL feature in the Evergage Launcher is used.

* This allows developers to load and simulate a different dataset by specifying the SDK URL, enabling them to troubleshoot and test scenarios accurately.

References:

* Salesforce Interaction Studio Developer Documentation - Evergage Launcher

NEW QUESTION # 92

A brand's website is seeing high traffic, but much of the behavior is anonymous. How does Marketing Cloud Personalization identities?

- A. Marketing Cloud Personalization synchronizes anonymous and known profiles once a day based on online traffic and data

- from offline) B. Marketing cloud personalization uses probabilistic matching to determine if two or more profiles represent the same identity
- B. marketing cloud Personalization uses third party software to match anonymous and known identities
 - **C. Marketing cloud personalization constantly monitors identifying information, then uses deterministic matching to determine if two same identity**

Answer: C

Explanation:

Marketing Cloud Personalization uses probabilistic matching techniques to unify anonymous and known identities.

* It evaluates behavioral patterns, device data, and other signals to determine if multiple profiles belong to the same user.

* Once sufficient data overlap is identified, profiles are merged for personalized interactions.

References:

* Salesforce Interaction Studio Documentation - Identity Matching

NEW QUESTION # 93

In which two locations in the page Type definition can a developer pass in attributes?

- **A. onActionEvent**
- B. listeners
- C. cashDom
- **D. is Match**

Answer: A,D

Explanation:

In Salesforce Marketing Cloud Personalization (formerly Interaction Studio), you can define page types within the Web SDK configuration (e.g., `pageType: "init(...)"`). A page type helps the system determine how to classify a given page and what data to capture. Developers often add custom attributes within these page type definitions to enrich the captured context.

Below are the two primary methods (from the listed options) where a developer can pass in or define attributes:

1. `isMatch` (Option A)

* What It Is

* `isMatch` is a function used to determine if a particular page type definition applies to the current page (based on URL, DOM elements, or other logic). It returns a boolean (true or false) to indicate whether the page matches this definition.

* Passing Attributes

* Inside the `isMatch` function, developers can add or modify attributes to enrich the `context` object. For example:

```
isMatch: function(context) {
  // Check if page matches (e.g., URL pattern)
  if(window.location.pathname.includes("/product/")) {
    // Add custom attributes
    context.addAttributes({
      productCategory: "Shoes",
      productType: "Sneakers"
    });
    return true;
  }
  return false;
}
```

* This ensures that whenever this page type's `isMatch` condition is true, certain attributes are set on the `context`.

* Salesforce Reference

* Salesforce Help: Web SDK Configuration Guide Explains how to set up page types, including using `isMatch` to define when a page type applies and how to add custom attributes.

2. `onActionEvent` (Option B)

* What It Is

* `onActionEvent` is a function within a page type definition that fires whenever an action event (e.g., click event, impression event) is triggered. You can use this to capture more specific or dynamic data each time an action is recorded.

* Passing Attributes

* Within `onActionEvent`, you can also manipulate the event or context to set additional attributes. For example:

```
onActionEvent: function(context, event) {
  // For instance, if the user clicks a particular element:
```

```

if(event.action.name === "click") {
  // Add or override attributes for this event
  event.attributes = {
    event.attributes,
    clickedElementID: event.target.id
  };
}
}

* This approach is particularly useful for capturing data specific to user interactions(clicks, hovers, form submissions, etc.).
* Salesforce Reference
* Salesforce Help:Handling Action Events in the Web SDKDescribes how onActionEvent can be used to modify event data, including adding custom attributes.

```

NEW QUESTION # 94

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