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AP 216 – APPENDIX A SPORT ACTIVITY HANDBOOK

Acknowledgements

The Division would like to express its appreciation to the following consultative groups who have developed the Physical Activities Safety Policy and the accompanying Sports / Activity Safety Guidelines Handbook.

Original Policy and Sports / Activity Safety Guidelines Handbook (1999):

- Sandra Reiber - Fr. Gorman Elementary School
- Dale Howland - St. Joseph Elementary School
- Jason Almond - Holy Rosary High School
- Aubrey Patterson - Holy Rosary High School
- Paul Theriault - École St. Thomas
- Doug Robertson - Superintendent of Instruction

Revised Policy and Sports / Activity Safety Guidelines Handbook (2003):

- Aaron Oakes - Fr. Gorman Community School
- Cheryl Hall - St. Joseph Elementary School
- Stewart Kehler - Holy Rosary High School
- Bob Androschuk - St. Mary's Elementary School
- Denis Fortier / Andrea Fallscheer - École St. Thomas
- Doug Robertson - Superintendent of Instruction

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問題 #19

What are the two competitive advantages of interaction studio? [check]

- A. Managers Consent
- B. True Real-Time Decisioning
- C. Integrated content management system
- D. Monitors active time spent and true engagement

答案： B,D

解題說明：

* Monitors Active Time Spent and True Engagement: Interaction Studio measures meaningful user engagement, focusing on active time spent rather than passive metrics.

* True Real-Time Decisioning: The platform processes data in real-time to provide instant, personalized decisions based on user interactions.

問題 #20

What are the two main functions of the Event API? (select 2)

- A. Bulk load external campaign data
- B. Capture user attributes and actions
- C. Return campaign responses
- D. Process GDPR data or deletion requests

答案： B,C

解題說明：

The Event API in Salesforce Interaction Studio serves two main purposes:

* Capture User Attributes and Actions (A):

* It records user behavior, actions, and attributes in real time. This data is crucial for building user profiles, creating segments, and driving personalization.

* Return Campaign Responses (C):

* The Event API can retrieve and deliver responses for campaigns, such as personalized content or recommendations, to be displayed on a web page or application.

問題 #21

What can you learn from segment compare on the segment detail tab?

- A. To understand what campaign use the segment for targeting
- B. To compare users, engagement activity and other actions across segments displayed
- C. To understand view time purchases attributes revenue by category
- D. To view individual users that are part of the segment

答案： B

解題說明：

The Segment Compare feature in Interaction Studio provides insights by comparing user behaviors, engagement levels, and other actions across multiple segments.

It helps marketers understand how different segments perform relative to each other.

Reference: Salesforce Interaction Studio Segment Detail Tab Guide

問題 #22

What are the three types of mobile campaigns a business user can create in IS?

- A. SMS Text Message
- B. JSON Data A
- C. Browser Notification
- D. Push Message
- E. In-App Notification

答案： A,D,E

解題說明：

Salesforce Marketing Cloud (SFMC) provides powerful mobile marketing capabilities through Mobile Studio and Interaction Studio (IS). Businesses can engage customers using three types of mobile campaigns:

- * Definition: SMS (Short Message Service) is used to send text messages directly to a user's mobile device.
- * Use Case: Best for time-sensitive promotions, alerts, and transactional messages.
- * Steps to Create in SFMC:
 - * Navigate to Mobile Studio > MobileConnect.
 - * Set up the SMS configuration by selecting the Sender Profile.
 - * Create an SMS Message Template under MobileConnect.
 - * Configure the audience using relevant segmentation criteria.
 - * Test and send the SMS campaign.
- * References: Salesforce Marketing Cloud Documentation - MobileConnect Setup and SMS Campaigns.

1. SMS Text Message

- * Definition: Push notifications are sent to users via a mobile app to encourage engagement and drive specific actions.
- * Use Case: Ideal for re-engagement and sending tailored updates.
- * Steps to Create in SFMC:
 - * Navigate to Mobile Studio > Push.
 - * Configure App SDK Integration to enable push notifications.
 - * Define your Push Message content, including title and message.
 - * Specify segmentation using Audience Builder or Journey Builder.
 - * Schedule and send the Push campaign.
- * References: Salesforce Marketing Cloud Documentation - Push Notification Guide.

2. Push Message

- * Definition: In-app notifications are messages displayed within the app while users are actively using it.
- * Use Case: Perfect for guiding user actions within the app, such as onboarding, product announcements, or updates.
- * Steps to Create in SFMC:
 - * Navigate to Interaction Studio > In-App Messages.
 - * Select a trigger point for displaying the notification (e.g., on login or action completion).
 - * Design the content and layout of the in-app message.
 - * Use Journey Builder to configure the message's audience and timing.
 - * Deploy and monitor engagement metrics.
- * References: Salesforce Interaction Studio Documentation - In-App Notification Configuration.

3. In-App Notification

Summary: These three types of campaigns (SMS Text Message, Push Message, and In-App Notification) empower businesses to create omnichannel mobile engagement strategies. Salesforce Marketing Cloud and Interaction Studio provide a flexible framework to set up, customize, and analyze these campaigns effectively.

Official Documentation References:

- * Salesforce Marketing Cloud Mobile Studio Guide.
- * Interaction Studio In-App Notification Setup: Salesforce Help.

問題 #23

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
- C. Marketing cloud personalization constantly monitors identifying information, then uses deterministic matching to determine if two same identity

答案： C

解題說明：

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

問題 #24

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