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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q18-Q23):

NEW QUESTION # 18

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

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

Answer: B,D

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 # 19

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

- A. 1 minute
- B. 1 second
- **C. 30 milliseconds**
- D. 30 seconds

Answer: C

Explanation:

Marketing Cloud Personalization synthesizes and activates data within 30 milliseconds, enabling real-time personalization and decision-making across channels.

Reference: Salesforce Interaction Studio Real-Time Engagement Documentation.

NEW QUESTION # 20

What two fields can a web developer specify for defining a Content Zone?

Choose 2 answers

- **A. The CSS selector of the DOM element.**
- B. The associated page type
- C. The dimensions of the Content Zone.
- **D. The name of the Content Zone.**

Answer: A,D

Explanation:

* The CSS selector of the DOM element (Answer A):

* Identifies the exact HTML element on the page where the content will render.

* The name of the Content Zone (Answer D):

* Provides a unique identifier for the zone, used in campaign setup and tracking.

References:

* Salesforce Marketing Cloud Documentation - Defining Content Zones

NEW QUESTION # 21

What three components are defined by the developer in the Sitemap?

- A. Events
- B. Content Zones
- C. Campaigns
- D. Promotions
- E. Page Types

Answer: A,B,E

Explanation:

Page Types:

* Defines the structure of website pages, enabling accurate mapping of data and personalization rules.

NEW QUESTION # 22

Which user attribute data types are supported in the identity system?

- A. String
- B. String and integer
- C. String and Multistring
- D. Multistring

Answer: C

Explanation:

In the identity system of Interaction Studio, user attributes support the following data types:

* String:

* Represents text-based data.

* Multistring:

* Represents a collection of string values, such as tags or categories associated with a user.

References:

* Salesforce Interaction Studio Documentation - User Attributes

NEW QUESTION # 23

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