

# Marketing-Cloud-Personalization Latest Materials, Interactive Marketing-Cloud-Personalization Course



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To prepare for the Marketing-Cloud-Personalization Exam, candidates should have experience using Salesforce Marketing Cloud and understand how to create personalized campaigns in Email Studio, Mobile Studio, Social Studio, Advertising Studio, and Web Studio. Candidates should also be familiar with customer journey mapping and segmentation, as well as analytics and reporting in Marketing Cloud. Salesforce offers training and certification study materials to help candidates prepare for the exam. Aspiring marketing professionals who wish to demonstrate their expertise in leveraging Marketing Cloud to create engaging customer experiences and drive revenue growth are encouraged to pursue the Marketing-Cloud-Personalization Exam.

Salesforce Marketing-Cloud-Personalization (Marketing Cloud Personalization Accredited Professional) Exam is designed for professionals who want to gain expertise in using Salesforce Marketing Cloud for personalizing customer interactions across different channels. Marketing-Cloud-Personalization Exam Tests an individual's knowledge and understanding of various Marketing Cloud features and functionalities that can be leveraged to create personalized customer experiences. Passing Marketing-Cloud-Personalization exam validates that an individual is capable of designing, implementing, and managing personalized marketing campaigns using Marketing Cloud.

Passing the Marketing Cloud Personalization Accredited Professional exam is a great way for individuals to demonstrate their expertise in using the Marketing Cloud to create personalized marketing campaigns. Marketing Cloud Personalization Accredited Professional Exam certification can help individuals stand out in the job market and can be a valuable asset to businesses looking to hire professionals with Marketing Cloud expertise.

>> **Marketing-Cloud-Personalization Latest Materials** <<

## Interactive Salesforce Marketing-Cloud-Personalization Course, Marketing-Cloud-Personalization Certification Exam

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## Salesforce Marketing Cloud Personalization Accredited Professional Exam Sample Questions (Q73-Q78):

### NEW QUESTION # 73

Which ingredient shows a visitor products or content based on a "people like me" algorithm?

- **A. Collaborative Filtering**
- B. Similar Items
- C. Co Browser
- D. Trending

**Answer: A**

Explanation:

\* The Collaborative Filtering ingredient uses a "people like me" algorithm to suggest products or content based on the behaviors of other users with similar preferences or actions.

\* It identifies patterns among groups of users to provide tailored recommendations.

References:

\* Salesforce Interaction Studio Documentation - Ingredients in Recipes

### NEW QUESTION # 74

What attribute and value is passed in the event API request for returning server side campaigns?

- A. Server side are always returned
- B. Server side = true
- **C. Source = Server**
- D. Server Side messages = 1

**Answer: C**

Explanation:

In the Event API request for returning server-side campaigns in Salesforce Interaction Studio (IS), the attribute `Source` with the value `Server` is used. This ensures that the request explicitly identifies that it is for server-side campaigns, distinguishing it from client-side campaigns.

### NEW QUESTION # 75

Which two components does a user need to configure in Marketing Cloud Personalization to display Einstein product recommendations via the Marketing Cloud Personalization Connector for Sales and Service Cloud?

- **A. Einstein Recipes**
- B. Einstein Decisions
- C. Promotions
- **D. Catalog Items**

**Answer: A,D**

Explanation:

To display Einstein product recommendations via the Marketing Cloud Personalization Connector for Sales and Service Cloud, configure:

\* Catalog Items (Answer A):

\* Populate and maintain a catalog of products or content to enable recommendations.

\* Einstein Recipes (Answer C):

\* Set up personalized recommendation logic using recipes to determine which products are suggested.

References:

**NEW QUESTION # 76**

Which development language is used to code the sitemap?

- A. jQuery
- B. Ampscript
- **C. Javascript**
- D. Python

**Answer: C**

**NEW QUESTION # 77**

Which campaign type needs to be configured to set up the Marketing Cloud Personalization Connector for Sales and Service Clouds?

- A. Web Campaign
- **B. Server-Side Campaign**
- C. Mobile Campaign
- D. Email Campaign

**Answer: B**

**NEW QUESTION # 78**

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