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## Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q72-Q77):

### NEW QUESTION # 72

Which two success metrics can a company achieve with Marketing Cloud Personalization on their web channel?

- A. Increase in revenue
- B. Increase in first time visitors
- C. Increase in organic search ranking
- D. Increase in conversion rate

**Answer: A,D**

Explanation:

\* Increase in Conversion Rate: Marketing Cloud Personalization enables targeted and dynamic recommendations, driving higher conversion rates.

\* Increase in Revenue: By improving engagement and personalization, it directly impacts overall revenue.

### NEW QUESTION # 73

What controls how content and product recommendations display in an open time email campaign?

- A. Promotion Eligibility
- B. Item Template
- C. Catalog Setup
- D. Campaign Template

**Answer: B**

Explanation:

In Marketing Cloud Personalization's open-time email campaigns, the Item Template is the crucial component that dictates how content and product recommendations are displayed within the email. This template acts as a blueprint, defining the layout, styling, and overall presentation of the personalized elements.

Here's how Item Templates work:

\* Defining the structure: Item Templates use HTML and CSS to define the visual structure of the email content. This includes elements like image sizes, text formatting, spacing, and the overall arrangement of recommended items.

\* Personalization placeholders: The template includes placeholders that are dynamically populated with personalized content when the email is opened. This ensures that each recipient sees recommendations tailored to their individual preferences.

\* Customization: Marketers can create multiple Item Templates to cater to different email campaigns or design aesthetics. This allows for flexibility in how recommendations are presented, ensuring consistency with brand guidelines and campaign objectives.

### NEW QUESTION # 74

Which two options are valid use cases for a segment?

Choose 2 answers

- A. Identifying users who have purchased a certain value in a specified time period
- B. Identifying users who viewed a YouTube advertising campaign
- C. Identifying users for activation within an integrated Demand Side Platform
- D. Identifying users who abandoned a shopping cart today

**Answer: A,D**

Explanation:

\* Users who purchased a certain value: Segments can identify high-value customers for retention or upsell campaigns.

\* Users who abandoned a shopping cart: Segments track users who exhibited intent but did not complete a purchase, enabling re-engagement.

### NEW QUESTION # 75

Which role would the admin assign a user if they need to view everything in interaction studio and create, update, publish and delete campaigns and recipes?

- A. Editor

- B. Campaign editor
- C. Viewer
- D. Campaign author

**Answer: A**

Explanation:

The Editor role in Interaction Studio provides permissions to view, create, update, publish, and delete campaigns and recipes.

This role is ideal for users who require comprehensive access to manage campaigns and AI-powered personalization.

In Salesforce Marketing Cloud Personalization (Interaction Studio), the Editor role provides the necessary permissions to:

- \* View all data and activities within Interaction Studio.
- \* Create, update, publish, and delete campaigns.
- \* Manage and edit recipes and other configuration elements.

This role is ideal for users who need comprehensive access for both viewing and managing campaigns and recipes.

Reference: Salesforce Interaction Studio Roles and Permissions Documentation.

#### NEW QUESTION # 76

Which ETL feed is used to bring campaign tracking data from marketing cloud messaging & journeys or pardot?

- A. Transaction ETL
- **B. External email campaign events ETL**
- C. Product ETL
- D. Manual segment ETL

**Answer: B**

Explanation:

The External Email Campaign Events ETL is used to:

- \* Bring campaign tracking data from Marketing Cloud Messaging & Journeys or Pardot into Interaction Studio.
- \* This data helps unify customer interactions across email and other channels.

References:

- \* Salesforce Interaction Studio Documentation - External Campaign Data Integration

#### NEW QUESTION # 77

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