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## Salesforce

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## Salesforce Marketing Cloud Personalization Accredited Professional Sample

## Questions (Q40-Q45):

### NEW QUESTION # 40

What are IS machine learning powered algorithms called?

- A. Data Science Workbends
- **B. Einstein Recipe**
- C. Machine Learning Tools
- D. Einstein Decisions

**Answer: B**

Explanation:

Einstein Recipes are the machine-learning-powered algorithms used in Interaction Studio (IS) to deliver personalized recommendations.

These recipes allow businesses to customize AI models to align with their specific goals.

Reference: Salesforce Interaction Studio Documentation - Einstein Recipes Overview.

### NEW QUESTION # 41

What is a rule criteria that you can use in the segment creation process?

- A. Social Mentions
- B. Email Click Throughs
- C. Dimensions
- **D. Actions**

**Answer: D**

Explanation:

When creating segments in Marketing Cloud Personalization, Actions serve as a crucial rule criteria. Actions represent the specific behaviors and interactions users perform on your website, mobile app, or other digital channels. These actions provide valuable insights into user preferences, intent, and engagement.

Here's how Actions are used in segment creation:

\* **Defining segment criteria:** You can create segments based on specific actions users have taken, such as viewing a product, adding an item to their cart, completing a purchase, or abandoning a form. This allows you to group users based on their demonstrated interests and behaviors.

\* **Combining with other criteria:** Actions can be combined with other rule criteria, such as user attributes (demographics, location) or session attributes (time of day, device type), to create highly targeted segments. This enables you to define complex rules that capture nuanced user behavior.

\* **Real-time segmentation:** Actions are tracked in real-time, allowing for dynamic segment updates. As users perform actions, they are automatically added or removed from segments based on the defined criteria. This ensures that your segments always reflect the latest user behavior.

### NEW QUESTION # 42

What are two ways to populate the Marketing Cloud Personalization catalog?

- A. Third-party Integration
- **B. ETL Feed**
- **C. Web SDK**
- D. Email Pixel

**Answer: B,C**

Explanation:

Two ways to populate the Marketing Cloud Personalization catalog are:

\* ETL Feed (Answer C):

\* Upload data files to populate the catalog with batch updates.

\* Web SDK (Answer D):

\* Automatically collect catalog data during website interactions.

References:

\* Salesforce Marketing Cloud Documentation - Catalog Management

#### NEW QUESTION # 43

How often is the Event Stream report refreshed?

- A. Every 30 Minutes
- B. Every hour
- C. Every 15 Seconds
- D. Every Day

**Answer: C**

Explanation:

\* The Event Stream report in Interaction Studio is refreshed every 15 seconds.

\* This near real-time update provides immediate visibility into user actions and behaviors.

References:

\* Salesforce Interaction Studio Documentation - Event Stream

#### NEW QUESTION # 44

What is the purpose of defining content zones in the sitemap?

- A. To specify the size of the content that will be used
- B. To report on web campaign performance
- C. To define where campaigns can render on a website
- D. To ingest catalog information from the page

**Answer: C**

Explanation:

Content zones in the sitemap:

\* Specify areas of a website where personalized campaigns can render.

\* These zones guide the placement of dynamic content such as banners or product recommendations.

References:

\* Salesforce Interaction Studio Documentation - Content Zones

#### NEW QUESTION # 45

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