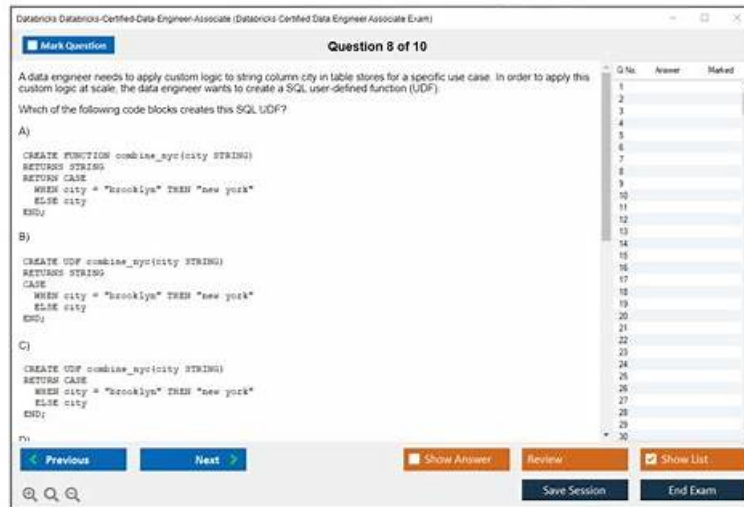


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## Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q21-Q26):

### NEW QUESTION # 21

What would a marketer include in a Recipe if they want the visitor's affinity score to be taken into account when showing recommendations?

- A. Exclusion
- B. Variation
- C. **Booster**
- D. Ingredient

**Answer: C**

Explanation:

To include the visitor's affinity score in a Recipe, a marketer would:

- \* Use a Boostert to prioritize recommendations that align with the visitor's affinities or preferences.
- \* Boosters allow fine-tuning of recommendations to make them more relevant.

References:

- \* Salesforce Interaction Studio Documentation - Recipe Configuration

### NEW QUESTION # 22

A business user created a segment to track everyone that has looked at the homepage today. How long does it take for a web visitor to join the segment after viewing the homepage?

- **A. Real-time**
- B. 1 hour
- C. 15 minutes
- D. 30 minutes

**Answer: A**

Explanation:

Interaction Studio updates segment membership in real-time, meaning web visitors are immediately added to the segment after fulfilling the criteria, such as viewing the homepage.

Reference: Salesforce Interaction Studio Real-Time Segmentation Documentation.

### NEW QUESTION # 23

A brand wants to do an ad-hoc export of a segment. What option could they use?

- **A. The export segment functionality via CSV format**
- B. The export segment functionality via the SOAP API
- C. The export segment functionality via JSON payload
- D. The export segment functionality to Amazon S3

**Answer: A**

Explanation:

Interaction Studio provides an export segment functionality via CSV format for ad-hoc segment exports.

This method is straightforward and widely compatible for analysis or further processing.

Reference: Salesforce Interaction Studio Segment Export Documentation.

### NEW QUESTION # 24

How are anonymous visitors tracked?

- **A. Marketing Cloud Personalization assigns a unique alphanumeric identifier using a first-party cookie.**
- B. Marketing Cloud Personalization assigns a unique alphanumeric identifier using a 3rd-party cookie.
- C. The browser assigns a 3rd party cookie
- D. The customer must assign a unique alphanumeric identifier using a first-party cookie.

**Answer: A**

Explanation:

Anonymous visitors are tracked using a unique alphanumeric identifier assigned by Marketing Cloud Personalization through a first-party cookie, ensuring compliance with privacy standards.

Reference: Salesforce Interaction Studio Visitor Tracking Guide.

### NEW QUESTION # 25

What are IS machine learning powered algorithms called?

- **A. Machine Learning Tools**

- B. Einstein Decisions
- **C. Einstein Recipe**
- D. Data Science Workbends

**Answer: C**

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 # 26

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