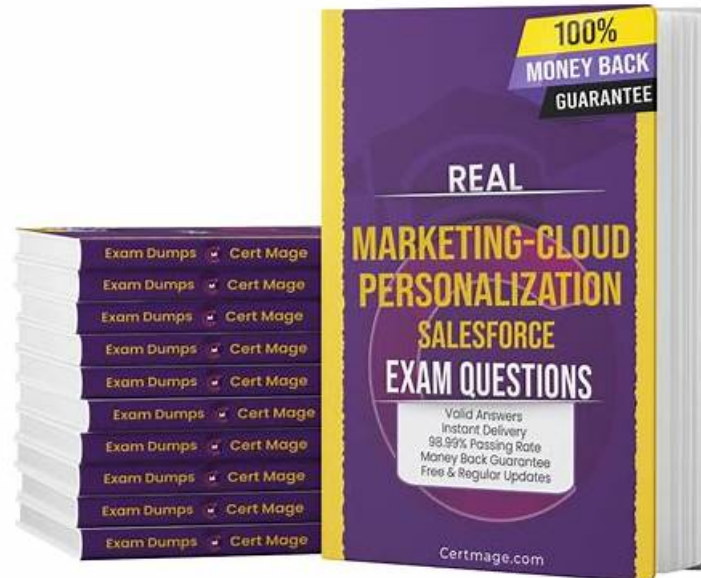


Quiz 2026 Salesforce Marketing-Cloud-Personalization– Efficient Actual Dumps



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There is no denying the fact that everyone in the world wants to find a better job to improve the quality of life. Generally speaking, these jobs are offered only by some well-known companies. In order to enter these famous companies, we must try our best to get some certificates as proof of our ability such as the Marketing-Cloud-Personalization Certification. Nowadays, the Marketing-Cloud-Personalization certification has been one of the criteria for many companies to recruit employees. And in order to obtain the Marketing-Cloud-Personalization certification, taking the Marketing-Cloud-Personalization exam becomes essential.

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Salesforce Marketing Cloud Personalization Accredited Professional Exam Sample Questions (Q121-Q126):

NEW QUESTION # 121

A brand wants to do an ad-hoc export of a new user-defined attributes, what option would they choose?

- A. The option to include built-in fields on a segment export
- B. The option to exclude anonymous fields on a segment export
- **C. The option to include all custom fields on a segment export**
- D. The option to send segment data to Marketing Cloud

Answer: C

Explanation:

When exporting user-defined attributes, selecting the option to include all custom fields ensures that all newly created custom attributes are part of the export.

This functionality is especially useful for ad-hoc data exports to analyze or integrate additional user data.

Reference: Salesforce Interaction Studio Segment Export Guide.

NEW QUESTION # 122

What are the three types of ingredients available for a recipe?

- **A. Catalog-based and Trending**
- **B. Recommendations**
- C. Promotions
- D. Machine Learning
- **E. Co-Occurrence**

Answer: A,B,E

Explanation:

Within the context of Salesforce Marketing Cloud's Interaction Studio (formerly Evergage), "recipes" are pre-built configurations for personalized recommendations. These recipes utilize different types of "ingredients" to determine which items to recommend. Let's break down the correct options:

A: Catalog-based and Trending

* Verified: This is a type of ingredient used in Interaction Studio recipes.

* Explanation:

* Catalog-based: This ingredient leverages data from your product or content catalog. It can recommend items based on various catalog attributes like:

* Category: Recommending items from the same or related categories as items the user has viewed or interacted with.

* Attributes: Recommending items that share specific attributes (e.g., color, brand, size) with items the user has shown interest in.

* Keywords: Recommending items whose descriptions or metadata match keywords derived from user behavior.

* Trending: This ingredient considers the overall popularity or trending status of items within your catalog, often within a specific timeframe (e.g., "Trending in the last 7 days").

* Salesforce Marketing Cloud References:

* Interaction Studio Recipes: The Interaction Studio documentation describes the various recipe types and the ingredients they use.

B: Recommendations

* Verified: This is a broad category encompassing ingredients that generate recommendations based on various algorithms.

* Explanation:

* Recommendation Algorithms: Interaction Studio employs different algorithms to generate recommendations, including:

* Collaborative Filtering: Recommending items that similar users have liked or interacted with.

* Content-Based Filtering: Recommending items that are similar in content or attributes to items the user has shown interest in.

* User Affinity: Recommending items based on the user's overall affinity for particular categories, brands, or attributes, calculated from their historical interactions.

* Note: "Recommendations" is a more general term. Specific recommendation ingredients might have names like "User-to-Item Affinity," "Item-to-Item Similarity," or use algorithm names directly.

C: Co-Occurrence

* Verified: This is a specific type of recommendation ingredient that focuses on items frequently viewed or purchased together.

* Explanation:

* Co-occurrence Logic: This ingredient identifies items that are often viewed or purchased in the same session or within a short timeframe. It suggests that if a user is interested in item A, they are also likely to be interested in item B because other users have frequently interacted with both items together.

* Examples:

* "Customers who bought this item also bought..."

* "Frequently viewed together"

NEW QUESTION # 123

How many total global goals and filters can you define for your dataset in IS?

- A. 300 total between filters and goals
- B. Unlimited
- C. 64 total for both filters and goals
- D. 25 filters and 25 goals

Answer: C

NEW QUESTION # 124

What two features of interaction studio can be used in an open-time email campaign?

- A. Survey
- B. Promotion
- C. Attribute
- D. Recipe

Answer: B,D

Explanation:

In Interaction Studio, open-time email campaigns can dynamically personalize content for users at the moment they open an email.

The two features utilized in open-time emails are:

* Promotion (Answer A):

* Promotions allow marketers to deliver dynamic offers or messages to users. At open time, these promotions adapt based on the recipient's real-time behavior and attributes.

* Use Case: Displaying a promotion for a sale or an offer personalized to the user's recent activities.

* Recipe (Answer D):

* Recipes drive dynamic content recommendations, such as product suggestions or personalized content blocks, in the email.

Recipes dynamically adjust based on user preferences or real-time context at the time of email open.

* Use Case: Recommending products based on recent browsing history or purchase behavior.

References:

* Salesforce Interaction Studio Documentation - Open-Time Email Personalization

NEW QUESTION # 125

What qualifies a web visitor to see any experience of a web campaign?

- A. Email campaign rules
- B. Einstein Recipe Ingredients
- C. Einstein Next Best Action
- D. Campaign tracking rules

Answer: D

Explanation:

In Salesforce Marketing Cloud Interaction Studio (Marketing Cloud Personalization), Campaign Tracking Rules determine when and how a web visitor qualifies to see an experience from a web campaign. These rules are essential for ensuring that campaigns are targeted accurately and delivered to the appropriate audience.

1. Campaign Tracking Rules

What It Is: Campaign tracking rules specify the conditions under which a visitor becomes eligible to see a web campaign experience.

These rules are often based on user behaviors, attributes, or interactions with the website.

Purpose:

To define entry conditions for campaign participation.

To ensure relevant and personalized experiences for qualified visitors.

How It Works:

Tracking rules are defined at the campaign level in Interaction Studio.

Rules can include conditions such as:

Pages visited.

Specific clicks or interactions.

Time spent on a webpage.

Referral sources or UTM parameters.

When a visitor's behavior matches the tracking rules, they qualify to see the campaign experience.

Example:

A visitor who views a product page and spends more than 30 seconds qualifies to see a promotional banner for that product.

Documentation Reference: Campaign Tracking Rules Overview.

Why Other Options Are Not Correct

B). Einstein Next Best Action:

Einstein Next Best Action provides recommendations for actions based on predictive algorithms. While it can inform decisions, it does not directly determine qualification for web campaigns.

Reference: Einstein Next Best Action.

C). Einstein Recipe Ingredients:

Recipe ingredients are used for personalizing product or content recommendations based on AI models, not for qualifying visitors for web campaigns.

Reference: Einstein Recipes Overview.

D). Email Campaign Rules:

Email campaign rules are specific to email personalization and are unrelated to web campaign qualification.

Reference: Email Campaign Personalization.

Documentation Reference

Campaign Tracking Rules in Interaction Studio.

NEW QUESTION # 126

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