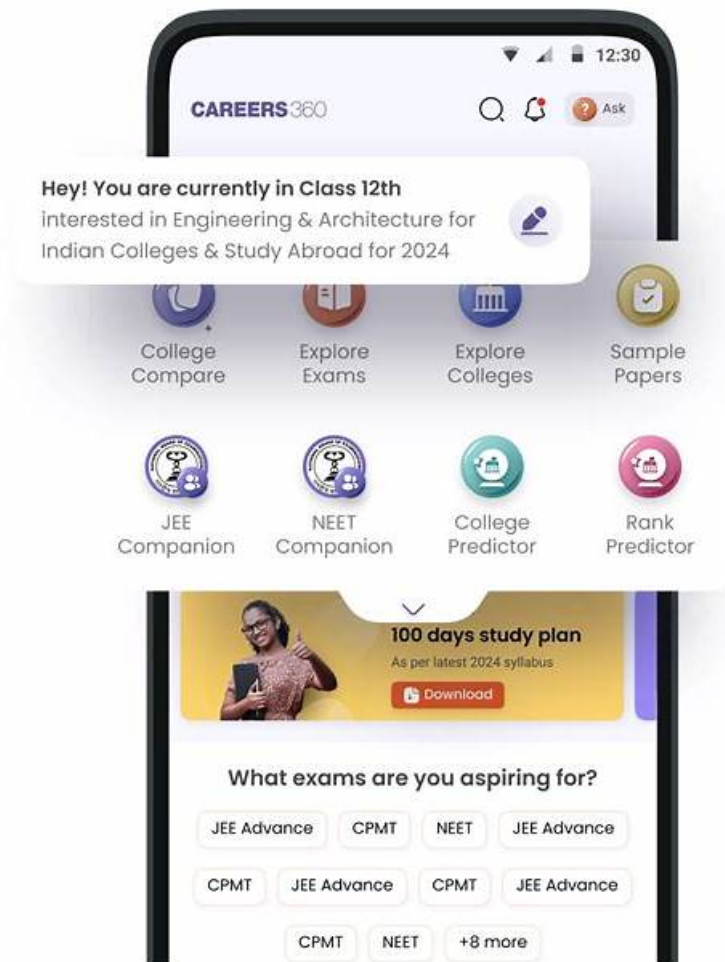


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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q14-Q19):

NEW QUESTION # 14

What would a marketer include if they want to ensure they display recommendations from more than one category?

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

Answer: C

Explanation:

To ensure recommendations are displayed from more than one category in a recipe:

* Include a Variation, which allows diversification of recommendations across categories to avoid redundancy and improve user experience.

References:

* Salesforce Interaction Studio Documentation - Recipe Variations

NEW QUESTION # 15

What qualifies a web visitor to see any experience of a Web Campaign?

- A. Email Campaign Rules
- B. Einstein Next Best Action
- C. Campaign Targeting Rules
- D. Einstein Recipe Ingredients

Answer: C

Explanation:

In Marketing Cloud Personalization, Campaign Targeting Rules are the key determinants of whether a web visitor qualifies to see a specific experience within a web campaign. These rules act as filters, evaluating visitor attributes, behavior, and context to decide which experience, if any, should be displayed.

Here's how Campaign Targeting Rules work:

* Defining criteria: Marketers define specific criteria or conditions within the campaign setup. These criteria can include user attributes (demographics, location, loyalty status), behavioral data (past purchases, browsing history), or real-time context (device type, time of day).

* Evaluating visitors: When a visitor arrives on the website, Marketing Cloud Personalization evaluates their profile and behavior against the defined targeting rules.

* Delivering experiences: If a visitor meets the criteria of a specific rule, they are eligible to see the corresponding experience within the campaign. This could involve personalized content, targeted offers, or customized recommendations.

NEW QUESTION # 16

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

- A. Increase in revenue
- B. Increase in organic search ranking
- C. Increase in first time visitors
- 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 # 17

What is the Marketing Cloud Personalization terminology for the collection of products and content as well as related categories, and tags - such as brand, gender, style, keyword, and author?

- A. Objects
- B. Directory
- **C. Catalog**
- D. Channel

Answer: C

Explanation:

TheCatalog is a collection of products and content along with related categories and tags (e.g., brand, gender, style). It is used for managing and personalizing recommendations.

Reference: Salesforce Interaction Studio Catalog Setup Documentation.

NEW QUESTION # 18

What would a marketer include in a Recipe if they don't want to display recommendations for products priced less than \$15?

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

Answer: B

Explanation:

To prevent recommendations for products priced under \$15 in a Marketing Cloud Personalization recipe, marketers should utilize theExclusioningredient. This powerful feature allows for fine-grained control over recommendations by specifying criteria that disqualify certain items from being suggested.

Here's how the Exclusion ingredient works:

* Defining exclusion criteria:Within the recipe, marketers can define specific criteria that exclude products from the recommendation set. In this case, the exclusion criterion would be "price less than \$15."

* Filtering recommendations:When the recipe generates recommendations, the Exclusion ingredient filters out any products that meet the defined criteria. This ensures that only products priced \$15 or higher are included in the final recommendations.

* Flexibility:Exclusions can be based on various product attributes or dimensions, providing flexibility in tailoring recommendations. This allows marketers to create highly targeted recommendations that align with campaign goals and customer preferences.

NEW QUESTION # 19

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