Quiz 2026 Updated Salesforce AP-216: Marketing Cloud Personalization Accredited Professional Lead2pass Review

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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q75-Q80):

NEW QUESTION # 75
What are the two competitive advantages of interaction studio? [check]

- A. Integrated content management system
- B. Managers Consent
- C. Monitors active time spent and true engagement
- D. True Real-Time Decisioning

Answer: C,D

Explanation:
* Monitors Active Time Spent and True Engagement: Interaction Studio measures meaningful user engagement, focusing on active time spent rather than passive metrics.
* True Real-Time Decisioning: The platform processes data in real-time to provide instant, personalized decisions based on user interactions.

NEW QUESTION # 76
What can you learn from segment compare on the segment detail tab?

- A. To compare users, engagement activity and other actions across segments displayed
- B. To view individual users that are part of the segment
- C. To understand view time purchases attributes revenue by category
- D. To understand what campaign use the segment for targeting

Answer: A

Explanation:
TheSegment Comparefeature in Interaction Studio provides insights by comparing user behaviors, engagement levels, and other actions across multiple segments.
It helps marketers understand how different segments perform relative to each other.
Reference: Salesforce Interaction Studio Segment Detail Tab Guide

NEW QUESTION # 77
How many times can a visitor accomplish a goal in interaction studio?

- A. No more than twice or the goal completion will no longer be counted
- B. Each time a visitor leaves and rejoins the goal segment
- C. It varies depending on the setup of the goal segment
- D. Only once for all time

Answer: C

Explanation:
In Salesforce Marketing Cloud Interaction Studio, the number of times a visitor can accomplish a goal depends on how the goal segment is configured. You have the flexibility to define the goal's behavior to suit your specific needs.
Here are the key factors that determine how many times a goal can be achieved:
* Goal Segment Configuration:
* Single-Visit Goal:The goal can be achieved only once per visitor session.
* Multi-Visit Goal:The goal can be achieved multiple times per visitor session, as long as the specific conditions are met each time.
* Time-Based Goal:The goal can be achieved multiple times within a specified time frame, regardless of the number of sessions.
* Goal Criteria:
* The specific criteria defined for the goal will also influence how many times it can be achieved.
For example, if the goal is to click a specific button, it can be achieved multiple times if the button is clicked repeatedly.
By carefully configuring your goal segments, you can accurately track visitor behavior and measure the effectiveness of your Interaction Studio experiences.

NEW QUESTION # 78
Which global template do you select and customize to provide product recommendations on the homepage?

- A. Einstein Product Recommendations
- B. Einstein Content Recommendations
- C. Banner with CTA
- D. InfoBar with CTA

Answer: A

Explanation:
TheEinstein Product Recommendationsglobal template is selected and customized to provide product recommendations on the homepage.
* It is pre-configured to display dynamic product suggestions based on user behavior and preferences.
References:
* Salesforce Marketing Cloud Documentation - Product Recommendation Templates

NEW QUESTION # 79
What is the interaction studio terminology for the collection of products and content as well as related categories and tags - such as brand, gender, style, keyword and author?

- A. Dimensions
- B. Channel
- C. Directory
- D. Catalog

Answer: D

Explanation:
In Interaction Studio, aCatalogrefers to the collection of products, content, and associated metadata, such as categories, tags, brands, genders, styles, keywords, and authors. This comprehensive catalog serves as the foundation for personalized experiences, enabling you to deliver relevant recommendations, offers, and content to your customers.
By effectively managing your catalog, you can:
* Enhance Personalization:Deliver tailored experiences based on customer preferences and browsing history.
* Improve Search Relevance:Optimize search results to help customers find what they're looking for quickly.
* Facilitate Cross-Selling and Upselling:Recommend complementary products and services.
* Enable Dynamic Content:Display relevant content and offers based on visitor behavior.
By leveraging the power of your catalog, you can create more engaging and effective digital experiences.

NEW QUESTION # 80
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