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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q52-Q57):

NEW QUESTION # 52

Which scenario is a valid interaction studio use case?

- A. Recommendations in email which are personalized at open time
- B. Behavioural targeting with 3rd party audience data
- C. Recommendations in email which are personalised at send time
- D. Machine learning driven insights within a customer database

Answer: A

Explanation:

Interaction Studio supports personalization at open time for email recommendations. This ensures the content reflects the recipient's most recent behaviors and interactions at the time they open the email.

Reference: Salesforce Interaction Studio Documentation - Open Time Personalization for Email.

NEW QUESTION # 53

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

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

Answer: D

Explanation:

* Interaction Studio allows you to define a maximum of 64 global filters and goals combined per dataset.

* These filters and goals help refine data views and track performance based on specific criteria or objectives.

References:

* Salesforce Interaction Studio Documentation - Filters and Goals Limits

NEW QUESTION # 54

What are the two main functions of the Event API? (select 2)

- A. Process GDPR data or deletion requests
- B. Return campaign responses
- C. Bulk load external campaign data
- D. Capture user attributes and actions

Answer: B,D

Explanation:

The Event API in Salesforce Interaction Studio serves two main purposes:

* Capture User Attributes and Actions (A):

* It records user behavior, actions, and attributes in real time. This data is crucial for building user profiles, creating segments, and driving personalization.

* Return Campaign Responses (C):

* The Event API can retrieve and deliver responses for campaigns, such as personalized content or recommendations, to be displayed on a web page or application.

NEW QUESTION # 55

What controls how content and product recommendations display in an open time email campaign?

- A. Campaign Template
- B. Catalog Setup
- C. Promotion Eligibility
- D. Item Template

Answer: D

Explanation:

In Marketing Cloud Personalization's open-time email campaigns, the Item Template is the crucial component that dictates how content and product recommendations are displayed within the email. This template acts as a blueprint, defining the layout, styling, and overall presentation of the personalized elements.

Here's how Item Templates work:

* Defining the structure: Item Templates use HTML and CSS to define the visual structure of the email content. This includes elements like image sizes, text formatting, spacing, and the overall arrangement of recommended items.

* Personalization placeholders: The template includes placeholders that are dynamically populated with personalized content when the email is opened. This ensures that each recipient sees recommendations tailored to their individual preferences.

* Customization: Marketers can create multiple Item Templates to cater to different email campaigns or design aesthetics. This allows for flexibility in how recommendations are presented, ensuring consistency with brand guidelines and campaign objectives.

NEW QUESTION # 56

What ingredient could a marketer use as a backup in the event that the recipe serves too few or no items?

- A. SmartBundle
- B. Co-Buy
- C. Co-Browse
- D. Trending

Answer: D

Explanation:

* The Trending ingredient is often used as a backup in recipes to ensure that popular products or content are displayed when no personalized recommendations are available.

NEW QUESTION # 57

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