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216 Exam 5 Review

Module 10,11,12

Head to toe

Why does the nurse perform a head-to-toe assessment? _____

What is a general survey? _____

What is the nurse looking for during a general survey?

- _____
- _____
- _____

What actions should the nurse take when a patient does not speak English? _____

What are the 4 areas the nurse will note about orientation?

1. _____
2. _____
3. _____
4. _____

What important steps should the nurse take to ensure that he/she is able to perform auscultation successfully (preparing the environment)?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Abnormal findings

Which of those is the first to go when a patient is disoriented? _____

Define kyphosis - _____

Define lordosis - _____

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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q82-Q87):

NEW QUESTION # 82

What are the components of an Marketing Cloud Personalization web campaign?

- A. Experience, template, and content zone
- B. Affinity, infobar, and attribution window
- C. Email capture, homepage, and product requisite
- D. Configured recipe, visitor profile, and content window

Answer: A

Explanation:

A Marketing Cloud Personalization web campaign includes:

- * Experience:
 - * Defines the rules and personalization logic for delivering content.
- * Template:
 - * Determines the design and layout of the content displayed.
- * Content Zone:
 - * Specifies the location on the webpage where personalized content is rendered.

References:

- * Salesforce Marketing Cloud Documentation - Web Campaign Components

NEW QUESTION # 83

What are two types that real time interaction management helps marketers to personalize the customer

- A. Orchestration
- B. Data Aggregation
- C. Next best Action
- D. Data Storage

Answer: A,C

Explanation:

Real-time interaction management in Interaction Studio helps marketers personalize the customer experience by:

- * Next Best Action (Answer C):
 - * Recommends the most relevant content, offer, or action for a user based on real-time data and predictive models.
- * Orchestration (Answer D):
 - * Ensures personalized messages are delivered across all channels seamlessly, maintaining a consistent customer journey.

References:

- * Salesforce Interaction Studio Documentation - Real-Time Interaction Management

NEW QUESTION # 84

How does Guardian determine the expected range for a given metric?

- A. Guardian comes with pre-built ranges for each metric, which cannot be configured
- B. Guardian uses upper and lower bounds set by the user for each metric.
- C. Guardian uses continuous machine learning to set predict the expected range
- D. Guardian queries the Data warehouse to establish logical the expected ranges

Answer: C

Explanation:

Guardian in Salesforce Marketing Cloud Personalization (formerly Interaction Studio) is an anomaly- detection feature that monitors key metrics in your Personalization environment (e.g., impressions, clicks, add-to-cart events, revenue). Guardian compares real-time data against expected ranges to alert you if a potential anomaly is detected.

Below is how it determines the expected range:

* Historical Baseline and Machine Learning

* Guardian leverages historical data for each metric and applies machine learning algorithms to learn typical patterns. This includes seasonality, general traffic trends, and cyclical behaviors.

* As data is collected over time, Guardian refines the upper and lower thresholds for each monitored metric based on these learned patterns.

* Automated Threshold Adjustments

* Because Guardian is continuously learning, it adapts to new patterns in user behavior over time. If your site or campaign sees increased traffic due to a seasonal event or marketing push, Guardian will eventually absorb these changes into its baseline, allowing for more accurate anomaly detection.

* Real-Time Monitoring

* Guardian then uses these learned thresholds in real time. When a metric falls outside its expected bounds (too high or too low), Guardian flags this as a potential anomaly and can notify administrators or other stakeholders.

Salesforce Documentation References

* Salesforce Help:Monitor Metrics with Guardian

* Describes how Guardian uses machine learning to establish metric thresholds and detect anomalies.

* Salesforce Help:Analyzing Key Metrics

* Explains various ways to analyze metrics in Personalization, including how Guardian can highlight anomalies.

Why the Other Options Are Not Correct

* B. Guardian comes with pre-built ranges for each metric, which cannot be configured

* Incorrect. Guardian does not rely on unchanging static thresholds; it dynamically learns from your data.

* C. Guardian uses upper and lower bounds set by the user for each metric

* Partially correct in a custom scenario where manual thresholds can be set, but by default, Guardian's key benefit is its automated, machine-learning-driven approach.

* D. Guardian queries the Data Warehouse to establish logical expected ranges

* While Guardian does rely on your platform's data, it's not just a raw query. It uses machine learning models to understand patterns and anomalies rather than simply performing manual logic-based queries.

NEW QUESTION # 85

The Sitemap is implemented to manage which channel solution?

- A. Web
- B. Server-side
- C. Mobile
- D. Email

Answer: A

Explanation:

The Sitemap in Marketing Cloud Personalization is implemented to manage the Web channel solution.

* It helps define key elements such as page types, content zones, and data capture points on the website for personalized web experiences.

References:

* Salesforce Interaction Studio Documentation - Sitemap

NEW QUESTION # 86

Which campaign type needs to be configured to setup the interaction studio connector for sales and service clouds?

- A. Mobile campaign
- B. Server-side campaign
- C. Email campaign
- D. Web campaign

Answer: B

NEW QUESTION # 87

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