

高品質なAP-216対応資料一回合格-更新するAP-216前提条件



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>> AP-216対応資料 <<

Salesforce AP-216前提条件、AP-216模擬練習

当社PassTestは多くの優秀な専門家や教授がいます。過去数年、これらの専門家と教授は、すべての顧客向けにAP-216試験問題を設計するために最善を尽くしました。さらに重要なことは、最終的にAP-216試験問題でAP-216認定を取得すると、人生の楽しみと人間関係の改善、ストレスの軽減、全体的な生活の質の向上という大きなメリットが得られることです。そのため、AP-216試験に合格し、関連する認定を取得するために全力を尽くすことは非常に重要です。

Salesforce Marketing Cloud Personalization Accredited Professional 認定 AP-216 試験問題 (Q89-Q94):

質問 # 89

What three components can a web developer define by pageType?

- A. Item Actions
- B. Capturing Attribute
- C. Campaign
- D. Goals
- E. Content Zones

正解: A、B、E

解説:

In Salesforce Marketing Cloud Interaction Studio (Marketing Cloud Personalization), `pageType` is a critical concept for defining the structure and behavior of web pages. A web developer can specify several components by using `pageType`, enabling Interaction Studio to properly capture data, define user interactions, and deliver personalized content.

1. Item Actions

* What It Is: Developers define `item actions` to specify the types of actions that users can take on the page.

These actions allow Interaction Studio to track specific user behaviors and interactions with items (e.g., clicking, adding to cart, or viewing details).

* Purpose:

* To enable the platform to log user activity for analytics and personalization.

* To define actionable items on the page for recommendations or offers.

* Example:

* A developer sets up "Add to Cart" and "View Product" actions for product pages.

* Documentation Reference: [Item Actions in Interaction Studio](#).

2. Content Zones

* What It Is: Content zones are specific areas on a web page where personalized content can be dynamically displayed. Developers define these zones by `pageType` to ensure personalized content is delivered in the correct location.

* Purpose:

* To designate sections of a webpage for personalization.

* To enable seamless integration of Interaction Studio's campaigns and recommendations.

* Example:

* A developer defines a "Hero Banner Zone" or "Sidebar Recommendations Zone" for a `pageType` associated with a homepage or product page.

* Documentation Reference: [Defining Content Zones](#).

3. Capturing Attribute

* What It Is: Capturing attributes involves defining data fields or properties that Interaction Studio should capture when a `pageType` is loaded. These attributes provide context about the user, items, or page to support personalization and analytics.

* Purpose:

* To enrich Interaction Studio's dataset with key metadata for better targeting and reporting.

* To capture information like product IDs, categories, or user actions on specific page types.

* Example:

* A developer captures attributes such as "Product Name," "Category," or "Price" on a product page.

* Documentation Reference: [Capturing Attributes in Interaction Studio](#).

Why Other Options Are Not Correct

* B. Campaign:

* Campaigns are created and managed separately in Interaction Studio. They are not a component of `pageType`.

質問 #90

Which data feed integrates external system data into a user's profile leveraging identity attributes?

- A. User Feed
- B. Interaction Feed
- C. Catalog Feed
- D. Identity Feed

正解: A

解説:

In Marketing Cloud Personalization, the `User Feed` is specifically designed to integrate external system data into user profiles by leveraging identity attributes. This allows businesses to enrich user profiles with valuable information from various sources, such as CRM systems, loyalty programs, or other marketing platforms.

Here's how the User Feed works:

* Identity resolution: The User Feed utilizes identity attributes, such as email addresses, customer IDs, or loyalty numbers, to match incoming data with existing user profiles in Marketing Cloud Personalization. This ensures that data is accurately associated with the correct individuals.

* Data enrichment: Once a match is found, the User Feed appends the incoming data to the user's profile.

This can include a wide range of attributes, such as demographics, purchase history, preferences, loyalty status, or any other relevant information from the external system.

* Enhanced personalization: By enriching user profiles with data from various sources, the User Feed enables more granular segmentation, targeted campaigns, and personalized recommendations. This leads to a more relevant and engaging customer experience.

質問 #91

What are three areas a business user can apply custom catalog dimensions?

- A. Segmentation
- B. Template filtering
- C. Reporting
- D. Campaign targeting
- E. Recipe exclusions and boosting

正解: A、C、E

解説:

In Salesforce Personalization (formerly Interaction Studio) or other Industry-specific Marketing Cloud extensions, you can configure custom catalog dimensions (sometimes called "catalog attributes" or "dimensional data") for products, content, or other catalog objects. Once configured, these additional attributes become available throughout the platform for various use cases.

Below are the three core areas (from the listed options) where a business user can leverage these custom catalog dimensions, along with Salesforce documentation references:

1. Segmentation

* How It Works

* Custom catalog dimensions allow you to define attributes (like product color, brand, or style) and then use these attributes in segment criteria. For example, if you create a dimension called

"Brand," you can build a segment of visitors who have viewed or purchased items where Brand = X.

* Why This Matters

* By leveraging catalog-driven segments, you can more precisely target audiences based on the items they browse or purchase.

* Salesforce Reference

* Salesforce Help: Segment Builder Overview Explains how to build segments using catalog attributes (dimensions).

2. Reporting

* How It Works

* Custom catalog dimensions can appear as breakdowns or dimension filters in certain Personalization reports and dashboards. For instance, you might see reporting that shows conversion, clicks, or revenue segmented by a custom dimension like "Category" or "Brand".

* Why This Matters

* Analyzing performance metrics by these custom dimensions provides deeper insight into how different attributes perform (e.g., which brand sells best, which category has the highest click-through rate, etc.).

* Salesforce Reference

* Salesforce Help: Analytics and Reporting in Personalization Illustrates how catalog dimensions can be used in various analytics views.

3. Recipe Exclusions and Boosting

* How It Works

* Recipes (the rule sets and algorithms that generate personalized recommendations) can use custom dimensions to exclude certain items or boost others. For example, you might boost items with Sustainability = "EcoFriendly" or exclude products where Brand = "CompetitorBrand".

* Why This Matters

* This gives merchandisers or marketers fine-grained control over product recommendations, ensuring the right products are shown (or hidden) based on business goals and strategies.

* Salesforce Reference

* Salesforce Help: Recipe Builder Overview Explains how to create and configure recipes to boost or exclude items using custom catalog dimensions.

質問 #92

What is the rule criteria that you can use in the segment creation process?

- A. Social mentions
- B. Email click throughs
- **C. Dimensions**
- D. Actions

正解: C

解説:

Dimensions are the fundamental building blocks for creating segments in Salesforce Marketing Cloud.

They represent various attributes of your contacts, such as:

- * Demographic Information: Age, gender, location, income level, etc.
- * Behavioral Data: Purchase history, website visits, email engagement, etc.
- * Engagement Data: Email opens, clicks, bounces, etc.
- * Custom Attributes: Any custom fields you've added to your contact records.

By combining these dimensions, you can create highly targeted segments that align with your specific marketing goals. For example, you might create a segment of customers who are:

- * Located in a specific geographic region
- * Have made purchases in the past year
- * Have opened your recent email campaigns

Using dimensions to define your segment criteria allows you to precisely target your audience and deliver personalized marketing messages.

質問 #93

Which three components of a server side campaign can be defined by a business user?

- A. Campaign responses
- **B. Promoted content**
- C. Campaign rendering
- **D. User attributes**
- **E. Experience rules**

正解: B、D、E

解説:

In a server-side campaign within Interaction Studio, business users can define:

- * Promoted Content (Answer C):
- * Content that should be prioritized or highlighted in recommendations or experiences.
- * Experience Rules (Answer D):
- * Rules governing the personalization logic, such as conditions for content display or user targeting.
- * User Attributes (Answer E):
- * Attributes that define user characteristics, enabling personalized interactions based on user profiles.

References:

- * Salesforce Interaction Studio Documentation - Campaign Management

質問 #94

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AP-216前提条件: <https://www.passtest.jp/Salesforce/AP-216-shiken.html>

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