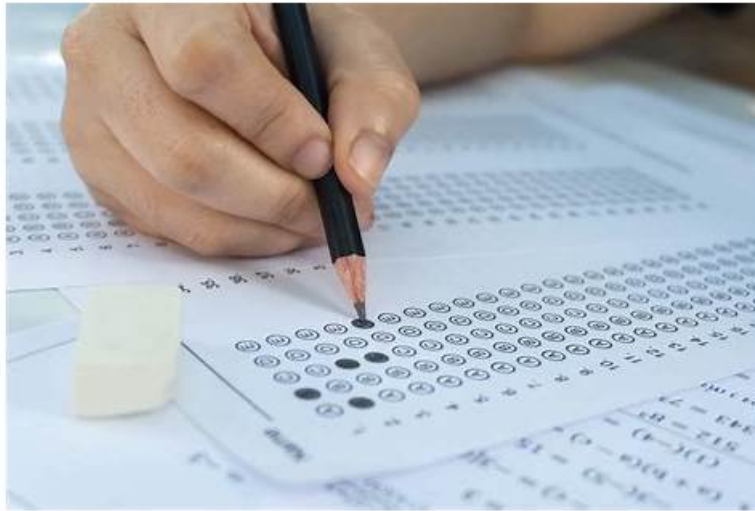


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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q113-Q118):

NEW QUESTION # 113

A brand is testing three campaigns, each one with a control experience. Which segment type can the brand setup to make sure the same group always gets the control experience?

- A. Third party segment
- B. Location-based segment
- C. Control group segment
- D. A/B test segment

Answer: C

Explanation:

To ensure the same group of users always gets the control experience:

- * Control Group Segment:
 - * Define a segment specifically for control group allocation.
 - * This segment ensures consistency across campaigns, maintaining the same group in the control experience.
- References:
- * Salesforce Interaction Studio Documentation - A/B Testing and Control Groups

NEW QUESTION # 114

A brand wants to do an ad-hoc export of new user-defined attributes, what option would they choose?

- A. The option to send segment data to Marketing Cloud
- B. The option to include built-in fields on a segment export
- C. The option to exclude anonymous fields on a segment export
- **D. The option to include all custom fields on a segment export**

Answer: D

Explanation:

To export newly created user-defined attributes, the option to include all custom fields on a segment export ensures that all relevant data is included in the export. This facilitates detailed analysis and further integration.

Reference: Salesforce Interaction Studio Segment Export Documentation.

NEW QUESTION # 115

Which feature allows a business user to overlay campaign creation and editing directly on their website?

- A. Web Extension
- B. Javascript Beacon
- C. Web SDK
- **D. Visual Editor**

Answer: D

Explanation:

The Visual Editor in Interaction Studio allows business users to create and edit campaigns directly on their website using a simple overlay interface.

This feature enables non-technical users to manage personalization and campaigns without needing coding skills.

Reference: Salesforce Interaction Studio Documentation - Visual Editor Overview.

NEW QUESTION # 116

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

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

Answer: B

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 # 117

Which ingredient shows a visitor products or content based on a "people like me" algorithm?

- A. Co Browser
- **B. Collaborative Filtering**
- C. Trending
- D. Similar Items

Answer: B

Explanation:

* The Collaborative Filtering ingredient uses a "people like me" algorithm to suggest products or content based on the behaviors of other users with similar preferences or actions.

* It identifies patterns among groups of users to provide tailored recommendations.

References:

* Salesforce Interaction Studio Documentation - Ingredients in Recipes

NEW QUESTION # 118

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