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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q94-Q99):

NEW QUESTION # 94

How many days after the date of upload will files be deleted from the SFTP?

- A. 60 days
- B. 30 days
- C. 180 days
- D. 90 days

Answer: B

Explanation:

Salesforce Marketing Cloud's SFTP (Simple File Transfer Protocol) is designed to securely transfer files between your system and Marketing Cloud. To optimize storage and security, files are retained for a specific period.

According to Salesforce documentation, files uploaded via SFTP are typically deleted after 30 days. This retention period is a standard setting and may vary based on specific configurations or agreements with Salesforce.

To confirm the exact retention period for your organization, it's recommended to:

* Consult with your Salesforce Administrator: They can provide specific details about your organization's SFTP configuration and retention policies.

* Review Salesforce Documentation: Refer to the official Salesforce Marketing Cloud documentation for the most up-to-date information on file retention policies and best practices.

By understanding the file retention policy, you can effectively manage your file transfers and ensure that your data is securely stored and accessed within the specified timeframe.

NEW QUESTION # 95

What would a marketer include in a recipe if they want the visitor affinity score when showing recommendations?

- A. Ingredients
- B. Exclusion
- C. Booster
- D. Variation

Answer: C

Explanation:

To include the visitor affinity score when showing recommendations in a recipe:

* Use a booster to prioritize recommendations based on the visitor's affinity score, ensuring more relevant suggestions.

References:

* Salesforce Interaction Studio Documentation - Recipe Boosters

NEW QUESTION # 96

What are three ways segments are used in marketing cloud personalization?

- A. Creating related lists within Salesforce CRM
- B. Recommending products
- C. Targeting for campaigns
- D. Set goal and filters
- E. Analytics, trends and engagement

Answer: B,C,E

Explanation:

* Recommending Products: Segments enable personalized recommendations based on user behavior and preferences.

* Targeting for Campaigns: Segments define audiences for specific campaigns, ensuring relevance and higher engagement.

* Analytics, Trends, and Engagement: Segments provide insights into user behavior, enabling trend analysis and engagement tracking.

NEW QUESTION # 97

What are three features of the WebSDK when deployed on a website?

- A. Configure filters and goals
- B. Loading data from ETL feeds
- C. Rendering campaign for personalisation
- D. Sitemapping for data collection
- E. Identity and cookie management

Answer: C,D,E

Explanation:

* Rendering Campaign for Personalization:

* WebSDK enables the dynamic rendering of personalized campaigns directly on the website. It adapts content based on predefined rules and user behavior.

NEW QUESTION # 98

What are IS machine learning powered algorithms called?

- A. Einstein Recipe
- B. Einstein Decisions
- C. Machine Learning Tools
- D. Data Science Workbends

Answer: A

Explanation:

Einstein Recipes are the machine-learning-powered algorithms used in Interaction Studio (IS) to deliver personalized recommendations.

These recipes allow businesses to customize AI models to align with their specific goals.

Reference: Salesforce Interaction Studio Documentation - Einstein Recipes Overview.

NEW QUESTION # 99

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