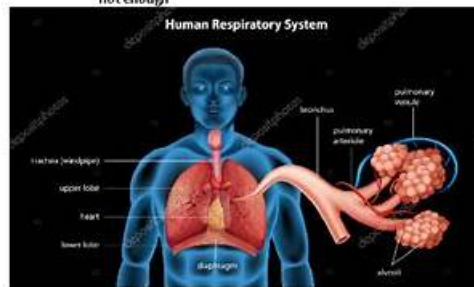


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Z16 Exam 3 Study Guide – Module 6 & 7

Respiratory Assessment

- Tools
 - Stethoscope, watch, pulse ox, incentive spirometer
- Techniques
 - Inspection, palpation, percussion, auscultation
- Anatomy of the thorax (anterior)
 - Primary function
 - Exchange O₂ and CO₂ (acid) through respirations
 - Plays important role in maintaining acid-base balance
 - R lung has 3 lobes (RUL, RML, RLL)
 - L lung has 2 lobes (LUL, LLL)
- Anatomy of the thorax (lateral)
 - Auscultate the right middle lobe via the axillae
 - The left lung has 2 lobes
- Anatomy of the thorax (posterior: back)
 - Percuss and auscultate between the scapula and vertebrae on the upper portion of the back
 - Below the scapula, the sites are among with the right and left scapular lines
- Breathing out the chest contracts diaphragm relaxes; Breathing in the chest expands diaphragm contracts
- Gas exchange O₂ & CO₂
 - Ventilation: exchange of O₂ and CO₂ in lungs
 - Diffusion: exchange of O₂ and CO₂ between alveoli and RBCs (in blood) → hypoxemia if not enough
 - Perfusion: exchange of O₂ and CO₂ between RBCs and body tissues → hypoxia if not enough



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Salesforce Marketing Cloud Personalization Accredited Professional Sample

Questions (Q40-Q45):

NEW QUESTION # 40

Which two options are valid use cases for a segment?

Choose 2 answers

- A. Identifying users who have purchased a certain value in a specified time period
- B. Identifying users who viewed a YouTube advertising campaign
- C. Identifying users for activation within an integrated Demand Side Platform
- D. Identifying users who abandoned a shopping cart today

Answer: A,D

Explanation:

* Users who purchased a certain value: Segments can identify high-value customers for retention or upsell campaigns.

* Users who abandoned a shopping cart: Segments track users who exhibited intent but did not complete a purchase, enabling re-engagement.

NEW QUESTION # 41

In the user interface, what is the visual representation of the data about a single visitor including preferences and affinities?

- A. Single Source of Truth
- B. Unified view of customer
- C. Single view of customer
- D. Unified customer profile

Answer: D

Explanation:

The Unified Customer Profile visually represents data about a single visitor, including preferences, affinities, and behaviors. It provides a comprehensive view of the customer's interactions across channels.

Reference: Salesforce Interaction Studio User Profile Documentation.

NEW QUESTION # 42

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

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

Answer: D

Explanation:

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.

NEW QUESTION # 43

ETL feeds must follow explicit specifications and require which type of file format?

- A. Binary
- **B. CSV**
- C. JSON
- D. Text

Answer: B

Explanation:

ETL feeds in Interaction Studio must adhere to explicit specifications and require the CSV (Comma-Separated Values) file format.

* This format is widely used due to its simplicity and compatibility with most systems.

* The ETL process ingests data such as catalog updates or behavioral information via CSV files.

References:

* Salesforce Interaction Studio Documentation - ETL File Specifications

NEW QUESTION # 44

What are the three primary areas of data stored in Marketing Cloud Personalization which represent a company's key business information?

- **A. Shadow catalog information**
- **B. Operational information**
- **C. User behaviors**
- D. Statistical tracking of KPIs
- E. Employee performance

Answer: A,B,C

Explanation:

The three primary areas of data stored in Marketing Cloud Personalization are:

* Shadow Catalog Information (Answer A):

* Represents the product or content catalog used for personalization and recommendations.

* User Behaviors (Answer B):

* Tracks user actions such as visits, clicks, and purchases for behavior-based personalization.

* Operational Information (Answer E):

* Stores system settings, rules, and configurations necessary to support personalization and campaign management.

References:

* Salesforce Marketing Cloud Documentation - Data Architecture

NEW QUESTION # 45

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