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## Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q51-Q56):

### NEW QUESTION # 51

Where can a developer access pre-built Global Templates?

- A. View List Template option in the Launcher
- B. From the Templates list when building a campaign
- C. From code examples in developer docs
- D. Templates menu under the web Campaign menu in the UI

## Answer: A

Explanation:

Developers can access pre-built Global Templates through the Salesforce Interactions SDK Launcher Chrome extension. This extension provides a convenient interface for managing various aspects of Marketing Cloud Personalization development, including accessing and cloning Global Templates.

Here's how to access them:

- \* Open the Salesforce Interactions SDK Launcher Chrome extension.
- \* Click the "View List" section of the template button. This will open a tab displaying available templates.
- \* Click the "Global Templates" tab. This tab contains a list of all available Global Templates.
- \* To clone a template, click the "Clone Global Template" button associated with the desired template.

Why not the other options:

- \* B. From the Templates list when building a campaign: While you can select templates when building a campaign, this list typically includes custom templates and may not showcase all available Global Templates.
- \* C. From code examples in developer docs: Developer documentation may provide code snippets or examples, but it doesn't offer a direct way to access and clone the complete Global Templates.
- \* D. Templates menu under the web Campaign menu in the UI: This menu usually focuses on managing custom templates created within your account, not the pre-built Global Templates.

Salesforce Marketing Cloud References:

- \* Get Started with Global Web Templates: This documentation provides a comprehensive overview of Global Templates, their purpose, and how to access them through the Salesforce Interactions SDK Launcher. [Link to document](#)
- \* Salesforce Interactions SDK Launcher: This page provides information about the Chrome extension and its functionalities, including accessing Global Templates. [Link to document](#) [invalid URL removed] By accessing and cloning Global Templates, developers can leverage pre-built structures and functionalities, saving time and effort in creating personalized web experiences.

## NEW QUESTION # 52

When does site mapping happen during the implementation process?

- A. It can happen at any point since it is unrelated to the rest of the implementation
- B. At the end after everything is defined in the system
- C. In the middle after certain components like the catalog have been populated
- D. **At the beginning of the build phase since it is the basis for the rest of the implementation**

## Answer: D

Explanation:

Site mapping is conducted at the start of the build phase because:

- \* It establishes the foundation for the rest of the implementation.
- \* It identifies critical elements such as page types, content zones, and data capture points, which influence all subsequent configurations.

References:

- \* Salesforce Interaction Studio Documentation - Site Mapping Guidelines

## NEW QUESTION # 53

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 # 54

Which data feed integrates purchase data into a profile in interaction studio?

- A. Conversion feed
- B. Interaction feed
- C. **Transaction feed**
- D. Catalog feed

**Answer: C**

Explanation:

The Transaction Feed integrates purchase data into a user's profile in Interaction Studio, enabling personalization and campaign optimization based on purchase behavior.

References:

\* Salesforce Interaction Studio Documentation - Transaction Data Integration

#### NEW QUESTION # 55

What qualifies a web visitor to see any experience of a Web Campaign?

- A. Email Campaign Rules
- B. Einstein Recipe Ingredients
- C. Einstein Next Best Action
- D. **Campaign Targeting Rules**

**Answer: D**

Explanation:

In Marketing Cloud Personalization, Campaign Targeting Rules are the key determinants of whether a web visitor qualifies to see a specific experience within a web campaign. These rules act as filters, evaluating visitor attributes, behavior, and context to decide which experience, if any, should be displayed.

Here's how Campaign Targeting Rules work:

\* Defining criteria: Marketers define specific criteria or conditions within the campaign setup. These criteria can include user attributes (demographics, location, loyalty status), behavioral data (past purchases, browsing history), or real-time context (device type, time of day).

\* Evaluating visitors: When a visitor arrives on the website, Marketing Cloud Personalization evaluates their profile and behavior against the defined targeting rules.

\* Delivering experiences: If a visitor meets the criteria of a specific rule, they are eligible to see the corresponding experience within the campaign. This could involve personalized content, targeted offers, or customized recommendations.

#### NEW QUESTION # 56

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