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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q116-Q121):

NEW QUESTION # 116

What are IS machine learning powered algorithms called?

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

Answer: B

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 # 117

How are anonymous visitors tracked?

- A. The browser assigns a 3rd party cookie
- B. Interaction studio assigns a unique alphanumeric identifier using a 3rd party cookie
- **C. Interaction studio assigns a unique alphanumeric identifier using a first-party cookie**
- D. The customer must assign a unique alphanumeric identifier using a first-party cookie

Answer: C

Explanation:

Interaction Studio tracks anonymous visitors by:

* Assigning a unique identifier via a first-party cookie.

* This cookie ensures compliance with privacy standards and allows tracking across sessions for personalization without identifying personally identifiable information (PII).

References:

* Salesforce Interaction Studio Documentation - Visitor Tracking

NEW QUESTION # 118

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

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

Answer: C

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 # 119

Which development language is used to code the sitemap?

- A. Javascript
- B. Python
- C. Ampscript
- D. jQuery

Answer: A

Explanation:

Javascript is used to code the sitemap in Interaction Studio, enabling seamless tracking and interaction mapping. It allows integration with the Web SDK for personalization and data collection.

Reference: Salesforce Interaction Studio Web SDK and Sitemap Coding Guide.

NEW QUESTION # 120

What is the best practice naming convention for attributes?

- A. Upper_snake_case
- B. lowerCamelCase
- C. Lower_snake_case
- D. UpperCamelCase

Answer: D

Explanation:

Best practice naming convention for attributes in Interaction Studio:

* UseUpperCamelCase(e.g., FirstName, PurchaseDate).

* This ensures consistency, readability, and adherence to Interaction Studio's standards.

References:

* Salesforce Interaction Studio Developer Documentation - Attribute Naming Conventions

NEW QUESTION # 121

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In the past, JavaScript lacked the capacity for doing code-bases AP-216 Valid Test Braindumps that implemented true OO concepts such as inheritance, polymorphism, and encapsulation, This article gives an overview of the mechanisms that are used for secure communications, and it AP-216 provides some information about the `mod_ssl` modification to Apache, which allows it to function as a secure Web server.

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