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Salesforce Marketing-Cloud-Personalization

Marketing Cloud Personalization Accredited Professional Exam

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Salesforce Marketing Cloud Personalization Accredited Professional Exam Sample Questions (Q11-Q16):

NEW QUESTION # 11
What three components can a web developer define by pageType?

- A. Campaign
- B. Capturing Attribute
- C. Goals
- D. Item Actions
- E. Content Zones

Answer: B,D,E

NEW QUESTION # 12
Which three components of a recipe are optional when configuring a new algorithm?

- A. Exclusions
- B. Variation
- C. Ingredients
- D. Boosters
- E. Decisions

Answer: A,B,D

NEW QUESTION # 13
If a developer needs to test a website where a beacon from a different dataset has been deployed, which feature of the Evergage Launcher needs to be enabled to simulate?

- A. Developer tools
- B. Force SDK URL

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Salesforce Marketing Cloud Personalization Accredited Professional Exam Sample Questions (Q118-Q123):

NEW QUESTION # 118

How often does interaction studio poll the sftp for new files for ingestion?

- A. Hourly
- **B. Every 15 minutes**
- C. Immediately
- D. Daily

Answer: B

Explanation:

Interaction Studio checks the designated SFTP server every 15 minutes for new files to ingest. This ensures relatively up-to-date data is available for personalization and other functionalities within the platform.

NEW QUESTION # 119

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

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

Answer: C

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 # 120

The sitemap provides the functionality that enables IS to identify which three items?

- **A. content zones**
- B. Templates

- C. Page types
- D. attributes
- E. campaign

Answer: A,C,D

Explanation:

A sitemap in Interaction Studio enables IS to identify key components on a website for personalization purposes, including:

- * Page Types (Answer A):
- * Classifies different types of pages (e.g., product pages, category pages).
- * Content Zones (Answer B):
- * Defines areas of the webpage where personalized content can be displayed.
- * Attributes (Answer C):
- * Captures metadata about pages and elements, such as product details or user behavior.

References:

- * Salesforce Interaction Studio Documentation - Sitemaps

NEW QUESTION # 121

What are the three types of mobile campaigns a business user can create in IS?

- A. JSON Data A
- B. Push Message
- C. SMS Text Message
- D. In-App Notification
- E. Browser Notification

Answer: B,C,D

Explanation:

Salesforce Marketing Cloud (SFMC) provides powerful mobile marketing capabilities through Mobile Studio and Interaction Studio (IS). Businesses can engage customers using three types of mobile campaigns:

- * Definition: SMS (Short Message Service) is used to send text messages directly to a user's mobile device.
- * Use Case: Best for time-sensitive promotions, alerts, and transactional messages.
- * Steps to Create in SFMC:
- * Navigate to Mobile Studio > MobileConnect.
- * Set up the SMS configuration by selecting the Sender Profile.
- * Create an SMS Message Template under MobileConnect.
- * Configure the audience using relevant segmentation criteria.
- * Test and send the SMS campaign.
- * References: Salesforce Marketing Cloud Documentation - MobileConnect Setup and SMS Campaigns.

1. SMS Text Message

- * Definition: Push notifications are sent to users via a mobile app to encourage engagement and drive specific actions.
- * Use Case: Ideal for re-engagement and sending tailored updates.
- * Steps to Create in SFMC:
- * Navigate to Mobile Studio > Push.
- * Configure App SDK Integration to enable push notifications.
- * Define your Push Message content, including title and message.
- * Specify segmentation using Audience Builder or Journey Builder.
- * Schedule and send the Push campaign.
- * References: Salesforce Marketing Cloud Documentation - Push Notification Guide.

2. Push Message

- * Definition: In-app notifications are messages displayed within the app while users are actively using it.
- * Use Case: Perfect for guiding user actions within the app, such as onboarding, product announcements, or updates.
- * Steps to Create in SFMC:
- * Navigate to Interaction Studio > In-App Messages.
- * Select a trigger point for displaying the notification (e.g., on login or action completion).
- * Design the content and layout of the in-app message.
- * Use Journey Builder to configure the message's audience and timing.
- * Deploy and monitor engagement metrics.
- * References: Salesforce Interaction Studio Documentation - In-App Notification Configuration.

3. In-App Notification

Summary: These three types of campaigns (SMS Text Message, Push Message, and In-App Notification) empower businesses to create omnichannel mobile engagement strategies. Salesforce Marketing Cloud and Interaction Studio provide a flexible framework to set up, customize, and analyze these campaigns effectively.

Official Documentation References:

- * Salesforce Marketing Cloud Mobile Studio Guide.
- * Interaction Studio In-App Notification Setup: Salesforce Help.

NEW QUESTION # 122

Which scenario is a valid interaction studio use case?

- A. Machine learning driven insights within a customer database
- B. Behavioural targeting with 3rd party audience data
- C. Recommendations in email which are personalised at send time
- **D. Recommendations in email which are personalized at open time**

Answer: D

Explanation:

Interaction Studio supports personalization at open time for email recommendations. This ensures the content reflects the recipient's most recent behaviors and interactions at the time they open the email.

Reference: Salesforce Interaction Studio Documentation - Open Time Personalization for Email.

NEW QUESTION # 123

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