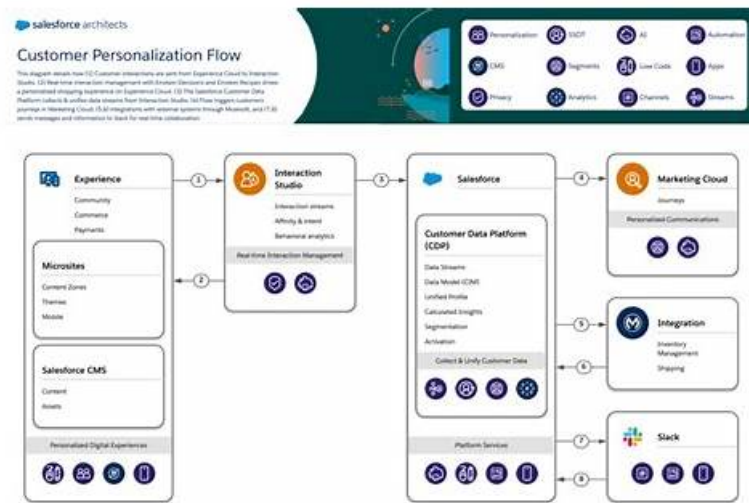


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Salesforce Marketing Cloud Personalization Accredited Professional Exam Sample Questions (Q31-Q36):

NEW QUESTION # 31

How often is the Event Stream report refreshed?

- A. Every 30 Minutes
- B. Every hour
- C. Every Day
- **D. Every 15 Seconds**

Answer: D

Explanation:

* The Event Stream report in Interaction Studio is refreshed every 15 seconds.

* This near real-time update provides immediate visibility into user actions and behaviors.

References:

* Salesforce Interaction Studio Documentation - Event Stream

NEW QUESTION # 32

A brand's website is seeing high traffic, but much of the behavior is anonymous. How does Marketing Cloud Personalization identities?

- A. Marketing Cloud Personalization synchronizes anonymous and known profiles once a day based on online traffic and data from offline
- **B. Marketing cloud personalization constantly monitors identifying information, then uses deterministic matching to determine if two same identity**
- C. marketing cloud Personalization uses third party software to match anonymous and known identities

Answer: B

NEW QUESTION # 33

What is the maximum number of user attributes you can setup per dataset?

- **A. 0**
- B. 1
- C. 2
- D. 3

Answer: A

NEW QUESTION # 34

What are the two main functions of the Event API? (select 2)

- **A. Capture user attributes and actions**
- B. Process GDPR data or deletion requests
- **C. Return campaign responses**
- D. Bulk load external campaign data

Answer: A,C

Explanation:

The Event API in Salesforce Interaction Studio serves two main purposes:

* Capture User Attributes and Actions (A):

* It records user behavior, actions, and attributes in real time. This data is crucial for building user profiles, creating segments, and driving personalization.

* Return Campaign Responses (C):

* The Event API can retrieve and deliver responses for campaigns, such as personalized content or recommendations, to be displayed on a web page or application.

NEW QUESTION # 35

When should you define goals and filters?

- A. Before launching a campaign that you want to measure against a goal or filter
- B. After launching a campaign that you want to measure against a goal or filter
- C. Over time, when you have something new you want to measure
- D. When you are reviewing campaign statistics for a published campaign

Answer: A

Explanation:

Goals and filters should be defined before launching a campaign to ensure that the necessary metrics and criteria are set up for proper evaluation of campaign performance.

This proactive setup allows businesses to measure specific objectives and segment behaviors accurately from the start.

Reference: Salesforce Interaction Studio Documentation - Setting Up Goals and Filters.

NEW QUESTION # 36

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