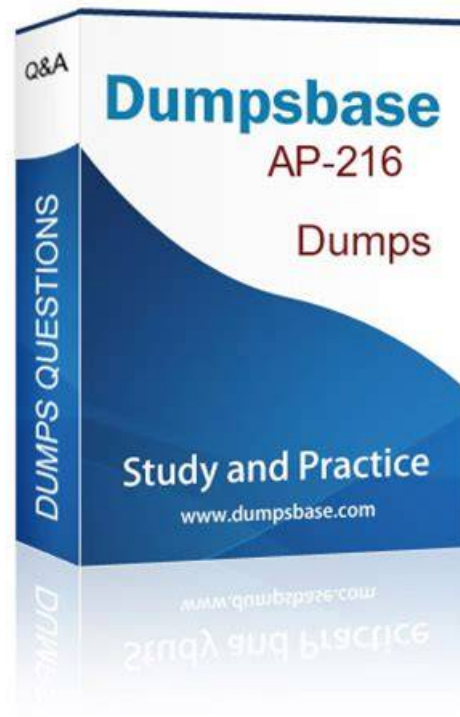


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Salesforce AP-216 Exam Syllabus Topics:

Section	Weight	Objectives
Audience Management	16%	- Build audience criteria and filters - Create and manage segments - Configure dynamic audience membership - Implement catalog-based recommendations - Use profile attributes and engagement scoring
Overview and Key Concepts	12%	- Describe the platform architecture and components - Explain the difference between Real-Time and Batch modes - Identify use cases for Marketing Cloud Personalization - Define Marketing Cloud Personalization
Implementation and Configuration	16%	- Set up and configure the Web Media Manager - Configure user and visitor authentication - Implement JavaScript beacon and tag management - Set up data collection and event processing - Configure campaign areas and zones

Campaigns and Experiences	24%	- Configure audience targeting and segmentation - Implement decision logic and rules - Create and manage campaigns - Set up triggers and response handling - Create and test campaign variations - Build experiences using drag-and-drop editor
Administration and Governance	20%	- Manage user roles and permissions - Understand compliance and security considerations - Monitor system health and troubleshooting - Manage integrations with Marketing Cloud - Implement data governance policies - Configure system settings and preferences
Reporting and Analytics	12%	- Navigate and use the Reports dashboard - Create and customize reports - Analyze campaign performance metrics - Interpret engagement and conversion data

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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q61-Q66):

NEW QUESTION # 61

The Sitemap is implemented to manage which channel solution?

- A. Email
- **B. Web**
- C. Server-side
- D. Mobile

Answer: B

Explanation:

The Sitemap in Marketing Cloud Personalization is implemented to manage the Web channel solution.

* It helps define key elements such as page types, content zones, and data capture points on the website for personalized web experiences.

References:

* Salesforce Interaction Studio Documentation - Sitemap

NEW QUESTION # 62

How many times can a visitor accomplish a goal in interaction studio?

- **A. It varies depending on the setup of the goal segment**
- B. Each time a visitor leaves and rejoins the goal segment
- C. Only once for all time
- D. No more than twice or the goal completion will no longer be counted

Answer: A

Explanation:

In Salesforce Marketing Cloud Interaction Studio, the number of times a visitor can accomplish a goal depends on how the goal segment is configured. You have the flexibility to define the goal's behavior to suit your specific needs.

Here are the key factors that determine how many times a goal can be achieved:

* Goal Segment Configuration:

* Single-Visit Goal: The goal can be achieved only once per visitor session.

* Multi-Visit Goal: The goal can be achieved multiple times per visitor session, as long as the specific conditions are met each time.

* Time-Based Goal: The goal can be achieved multiple times within a specified time frame, regardless of the number of sessions.

* Goal Criteria:

* The specific criteria defined for the goal will also influence how many times it can be achieved.

For example, if the goal is to click a specific button, it can be achieved multiple times if the button is clicked repeatedly.

By carefully configuring your goal segments, you can accurately track visitor behavior and measure the effectiveness of your Interaction Studio experiences.

NEW QUESTION # 63

What is the Salesforce point of view for end-to-end flow of data for real-time personalization within Interaction Studio? [Check]

- A. Identify, understand, decide, act, analyse
- B. Profile, insight, understand, act, analyse
- C. Data-in, understand, engage, data-out, analyse
- D. Know, understand, personalise, engage, analyse

Answer: A

Explanation:

The Salesforce point of view for real-time personalization within Interaction Studio focuses on:

* Identify:

* Capturing user data and behavior from various touchpoints.

* Understand:

* Analyzing collected data to derive insights about preferences, interests, and intent.

* Decide:

* Using machine learning and AI to determine the most relevant personalization actions.

* Act:

* Delivering personalized content or experiences in real-time.

* Analyse:

* Monitoring and evaluating campaign performance to optimize outcomes.

References:

* Salesforce Interaction Studio Documentation - Real-Time Personalization Flow

NEW QUESTION # 64

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

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

Answer: A

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 # 65

- A. Templates
- B. Audiences
- C. Campaigns
- D. Recipes

* Salesforce Interaction Studio Documentation - Campaigns

[illegible]

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