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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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The Salesforce Marketing-Cloud-Personalization Exam is designed for professionals who have experience with the Salesforce Marketing Cloud platform and have a solid understanding of marketing principles. Marketing-Cloud-Personalization exam is recommended for professionals who are responsible for managing marketing campaigns for their organizations and want to improve their skills and knowledge in the area of personalized marketing. Marketing Cloud Personalization Accredited Professional Exam certification is also beneficial for professionals who are looking to advance their careers and take on more challenging roles in the field of marketing.

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Salesforce Marketing Cloud Personalization Accredited Professional Exam Sample Questions (Q60-Q65):

NEW QUESTION # 60

What qualifies a web visitor to see any experience of a web campaign?

- A. Einstein Next Best Action
- B. Einstein Recipe Ingredients
- **C. Campaign tracking rules**
- D. Email campaign rules

Answer: C

Explanation:

In Salesforce Marketing Cloud Interaction Studio (Marketing Cloud Personalization), Campaign Tracking Rules determine when and how a web visitor qualifies to see an experience from a web campaign. These rules are essential for ensuring that campaigns are targeted accurately and delivered to the appropriate audience.

1. Campaign Tracking Rules

* **What It Is:** Campaign tracking rules specify the conditions under which a visitor becomes eligible to see a web campaign experience. These rules are often based on user behaviors, attributes, or interactions with the website.

* **Purpose:**

- * To define entry conditions for campaign participation.
- * To ensure relevant and personalized experiences for qualified visitors.

* **How It Works:**

- * Tracking rules are defined at the campaign level in Interaction Studio.
- * Rules can include conditions such as:
 - * Pages visited.
 - * Specific clicks or interactions.
 - * Time spent on a webpage.
 - * Referral sources or UTM parameters.
- * When a visitor's behavior matches the tracking rules, they qualify to see the campaign experience.

* **Example:**

* A visitor who views a product page and spends more than 30 seconds qualifies to see a promotional banner for that product.

* **Documentation Reference:** Campaign Tracking Rules Overview.

Why Other Options Are Not Correct

* **B. Einstein Next Best Action:**

* Einstein Next Best Action provides recommendations for actions based on predictive algorithms.

While it can inform decisions, it does not directly determine qualification for web campaigns.

NEW QUESTION # 61

What are the three primary areas of data stored in Marketing Cloud Personalization which represent a company's key business information?

- **A. Operational information**
- B. Statistical tracking of KPIs
- C. Employee performance
- **D. Shadow catalog information**
- **E. User behaviors**

Answer: A,D,E

Explanation:

The three primary areas of data stored in Marketing Cloud Personalization are:

* Shadow Catalog Information (Answer A):

* Represents the product or content catalog used for personalization and recommendations.

* User Behaviors (Answer B):

* Tracks user actions such as visits, clicks, and purchases for behavior-based personalization.

* Operational Information (Answer E):

* Stores system settings, rules, and configurations necessary to support personalization and campaign management.

References:

* Salesforce Marketing Cloud Documentation - Data Architecture

NEW QUESTION # 62

How often does Marketing Cloud Personalization poll the SFTP for new files for ingestion?

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

Answer: B

NEW QUESTION # 63

What are base item types that an administrator can use in a Catalog?

- A. Product, Article, Blog Post
- B. Product, Name, Description
- C. Product, Category, Article
- D. Name, Dimensions, Attributes

Answer: C

Explanation:

The base item types in a Catalog include Product, Category, and Article, which form the foundation for creating personalized recommendations and content delivery.

In Marketing Cloud Personalization, administrators can utilize the following base item types when constructing a catalog:

* Product: This represents the core item type for most catalogs, encompassing individual products or services offered by a business. Each product typically includes attributes like name, description, price, image, and other relevant details.

* Category: Categories provide a hierarchical structure for organizing products within a catalog. This allows for easier navigation, filtering, and browsing for both users and marketers. Categories can be nested to create multiple levels of organization.

* Article: Articles represent informational content related to products or services. This can include blog posts, news articles, product reviews, or any other content that provides valuable context or insights to users.

NEW QUESTION # 64

Which user attribute data types are supported in the identity system?

- A. String and Multistring
- B. String
- C. Multistring
- D. String and integer

Answer: B

NEW QUESTION # 65

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