

# **Marketing-Cloud-Personalization Exam Torrent: Marketing Cloud Personalization Accredited Professional Exam & Marketing-Cloud-Personalization Pass4Sure Guide**



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To become a Marketing Cloud Personalization Accredited Professional, individuals must pass a 60-question exam that assesses their knowledge of Marketing Cloud's personalization features, including email personalization, content personalization, and personalization using Marketing Cloud's Einstein AI technology.

Earning the Marketing Cloud Personalization Accredited Professional Certification can provide numerous benefits, including increased credibility and recognition within the marketing industry, enhanced job opportunities, and the ability to demonstrate your expertise to current or potential employers. Additionally, this certification can help you stay up-to-date on the latest personalization trends and best practices within the Salesforce Marketing Cloud platform.

Salesforce Marketing Cloud is a powerful platform that enables organizations to deliver personalized and targeted marketing campaigns across multiple channels. The Marketing Cloud Personalization Accredited Professional certification exam is designed to test the candidate's understanding of the platform's features and capabilities, including audience segmentation, content creation, email marketing, mobile messaging, and data analytics.

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## **Salesforce Marketing Cloud Personalization Accredited Professional Exam Sample Questions (Q101-Q106):**

#### NEW QUESTION # 101

A brand wants to do an ad-hoc export of a segment. What option could they use?

- A. The export segment functionality to Amazon S3
- **B. The export segment functionality via CSV format**
- C. The export segment functionality via the SOAP API
- D. The export segment functionality via JSON payload

**Answer: B**

Explanation:

Interaction Studio provides an export segment functionality via CSV format for ad-hoc segment exports.

This method is straightforward and widely compatible for analysis or further processing.

Reference: Salesforce Interaction Studio Segment Export Documentation.

#### NEW QUESTION # 102

In the user interface, what is the visual representation of the data about a single visitor including preferences and affinities?

- A. Unified view of customer
- B. Single Source of Truth
- C. Single view of customer
- **D. Unified customer profile**

**Answer: D**

#### NEW QUESTION # 103

A business user created a segment to track everyone that has looked at the homepage today. How long does it take for a web visitor to join the ..... After viewing the homepage?

- A. Inmed
- **B. Immediate**

**Answer: B**

#### NEW QUESTION # 104

What is the standard mechanism Marketing Cloud Personalization uses to ingest data from the Marketing Cloud Personalization sFTP location?

- A. API
- B. Sitemap
- C. Automation Studio
- **D. ETL feeds**

**Answer: D**

#### NEW QUESTION # 105

Which global templates do you select and customize to provide trending blog recommendations on the homepage?

- A. Banner with CTA
- B. Einstein product recommendation
- **C. Einstein content recommendation**
- D. Infobar with CTA

**Answer: C**

Explanation:

Einstein Content Recommendation is a global template in Interaction Studio that can be customized to provide dynamic and trending

Reference: Salesforce Interaction Studio Einstein Recommendations Guide.

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