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Salesforce Marketing Cloud Personalization Accredited Professional Exam Sample Questions (Q68-Q73):

NEW QUESTION # 68

How quickly does Marketing Cloud Personalization synthesize and activate data to gauge and respond to an individual's in-the-moment intent, across channels?

- A. 1 second
- B. 1 minute
- C. 30 seconds
- **D. 30 milliseconds**

Answer: D

NEW QUESTION # 69

If you want to compare the completion of two objectives based on a filter, what report would you use?

- A. Goal completion report
- B. Visitor behaviour report
- C. Referring sources report
- **D. Goal comparison report**

Answer: D

Explanation:

The Goal Comparison Report allows you to compare the completion rates of two objectives based on filters.

This report helps in understanding the relative performance of different goals under the same conditions.

Reference: Salesforce Interaction Studio Reports Guide.

NEW QUESTION # 70

What three features are used to support mobile web personalization?

- A. Mobile Data Campaign
- **B. Templates**
- **C. Web SDK**
- **D. SiteMap**
- E. Mobile SDK

Answer: B,C,D

Explanation:

In Salesforce Marketing Cloud Personalization (formerly Interaction Studio), delivering personalization on mobile web (i.e., when users visit your website on a mobile device browser) relies on several configuration and implementation features. The three core features from the listed options are:

* SiteMap (A)

* Web SDK (B)

* Templates (E)

Below is an overview of how each relates to mobile web personalization:

1. SiteMap (A)

* What It Does

* In Marketing Cloud Personalization, you can configure a "SiteMap" that helps define the structure and pages of your website for the personalization engine. Think of it as an organized reference of your web pages so that Personalization can identify which page a visitor is on, where to track events, and how to contextualize those events (e.g., category pages, detail pages).

* Why It Matters for Mobile Web

* Whether a visitor is on a desktop browser or a mobile browser, the site structure remains consistent. A proper SiteMap helps the platform accurately track and classify visits, clicks, and other interactions on mobile web pages.

* Salesforce Reference

* Salesforce Help: Define Your SiteMap

* Explains how to set up a sitemap for capturing site structure, which is essential for correct data capture on both desktop and mobile.

2. Web SDK (B)

* What It Does

* The Web SDK is the JavaScript snippet (sometimes called the "Collect Code" or "Tag") embedded in your web pages. It captures real-time behavioral data (page views, clicks, cart events, etc.) and sends it to the Personalization platform.

* Why It Matters for Mobile Web

* Mobile web is simply your website viewed on a smaller screen. The Web SDK tracks user interactions the same way—no separate "mobile-specific" code is required for responsive sites.

* By including the Web SDK on all mobile-responsive pages, you collect the necessary data for real-time personalization (recommendations, campaigns, etc.).

* Salesforce Reference

* Salesforce Help: Personalization Web SDK

* Details how to implement and configure the snippet to track user behavior across different devices and screen sizes.

3. Templates (E)

* What They Are

* Templates in Personalization define how personalized experiences (like banners, pop-ups, product recommendation carousels) look and behave when rendered on your website.

* They can be configured to be responsive, ensuring they display properly on different screen resolutions, including mobile phones and tablets.

* Why They Matter for Mobile Web

* By designing responsive or mobile-friendly templates, you ensure that any personalized content or recommendation component displays seamlessly on a mobile browser.

* Templates also allow you to fine-tune styling, layout, and logic specifically for smaller screens.

* Salesforce Reference

* Salesforce Help: Templates Overview

* Shows how to create and manage templates for both desktop and mobile presentation.

Why Not the Other Options?

* C. Mobile SDK

* The Mobile SDK is used for native mobile app personalization (iOS and Android apps), not for websites viewed on a mobile device's browser. For "mobile web," you still rely on the Web SDK.

* D. Mobile Data Campaign

* Typically relates to push notifications or SMS campaigns in other parts of Salesforce Marketing Cloud (e.g., Mobile Push, Mobile Connect). These are not directly used for on-site mobile web personalization.

NEW QUESTION # 71

What would a marketer include in a recipe if they want the visitor affinity score when showing recommendations?

- A. Exclusion
- **B. Booster**
- C. Ingredients
- D. Variation

Answer: B

NEW QUESTION # 72

What is the Marketing Cloud Personalization terminology for the collection of products and content as well as related categories, and tags - such as brand, gender, style, keyword, and author?

- **A. Catalog**

- B. Channel
- C. Directory
- D. Objects

Answer: A

Explanation:

The Catalog is a collection of products and content along with related categories and tags (e.g., brand, gender, style). It is used for managing and personalizing recommendations.

Reference: Salesforce Interaction Studio Catalog Setup Documentation.

NEW QUESTION # 73

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