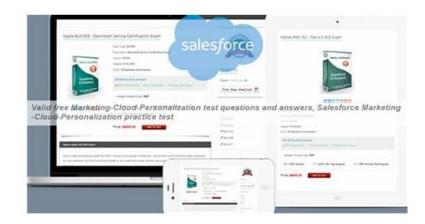
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Salesforce Marketing Cloud Personalization Accredited Professional Exam Sample Questions (Q111-Q116):

NEW QUESTION #111

What two features of Marketing cloud Personalization can be used in an open-time email Campaign?

- A. Recipe
- B. Promotion
- C. Survey
- D. Attribute

Answer: A,B

Explanation:

In an open-time email campaign, Marketing Cloud Personalization uses:

- * Recipe (Answer A):
- * Drives dynamic recommendations such as personalized product or content suggestions.
- * Promotion (Answer D):
- * Dynamically delivers personalized offers or discounts based on user attributes and behavior.

NEW QUESTION #112

What are two ways to populate the Marketing Cloud Personalization catalog?

- A. Web SDK
- B. Email Pixel
- C. Third-party Integration
- D. ETL Feed

Answer: A,D

Explanation:

Two ways to populate the Marketing Cloud Personalization catalog are:

- * ETL Feed (Answer C):
- * Upload data files to populate the catalog with batch updates.
- * Web SDK (Answer D):
- * Automatically collect catalog data during website interactions.

References:

* Salesforce Marketing Cloud Documentation - Catalog Management

NEW QUESTION #113

What are the three ways segments are used in Interaction studio?

- A. Targeting for campaigns
- B. Creation related lists within salesforce CRM
- C. Recommending products
- D. Analytics, trends and engagement
- E. Set goals and filters

Answer: A,D,E

Explanation:

Segments in Interaction Studio are used for:

- * Set Goals and Filters (Answer A):
- * Use segments to define audience-specific goals and refine data views.
- * Targeting for Campaigns (Answer B):
- * Segments help target specific user groups in campaigns to deliver personalized content.
- * Analytics, Trends, and Engagement (Answer D):
- * Analyze segment-level trends and behaviors to inform decision-making.

References:

* Salesforce Interaction Studio Documentation - Segment Usage

NEW QUESTION #114

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

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

Answer: C

NEW QUESTION #115

Which three components of a recipe are optional when configuring a new algorithm?

- A. Variation
- B. Exclusions

- C. Ingredients
- D. Boosters
- E. Decisions

Answer: A,B,D

Explanation:

When configuring a new recipe algorithm, the following components are optional:

- * Boosters (Answer D):
- * Allows prioritizing specific items based on business goals, such as promoting higher-margin products.
- * Exclusions (Answer E):
- * Filters out certain items or categories from being recommended.
- * Variation (Answer C):
- * Enables A/B testing by creating multiple variations of a recipe to optimize performance.

References:

* Salesforce Interaction Studio Documentation - Recipe Configuration

NEW QUESTION #116

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