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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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Salesforce Marketing-Cloud-Personalization (Marketing Cloud Personalization Accredited Professional) Certification Exam is designed to test the candidate's knowledge and expertise in this area. Marketing Cloud Personalization Accredited Professional Exam certification validates that the candidate has a thorough understanding of Marketing Cloud Personalization best practices, including segmentation, automation, data management, and personalization techniques. It also demonstrates the candidate's ability to use Marketing Cloud Personalization to create and manage personalized marketing campaigns that drive engagement, loyalty, and revenue. By earning this certification, professionals can differentiate themselves in the competitive marketing landscape and enhance their career prospects.

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Salesforce Marketing Cloud Personalization Accredited Professional Exam Sample Questions (Q104-Q109):

NEW QUESTION # 104

A brand's website is seeing high traffic, but much of the behavior is anonymous. How does Marketing Cloud Personalization identities?

- A. Marketing Cloud Personalization synchronizes anonymous and known profiles once a day based on online traffic and data from offline
- B. Marketing cloud personalization uses probabilistic matching to determine if two or more profiles represent the same identity
- B. Marketing cloud personalization constantly monitors identifying information, then uses deterministic matching to determine if two same identity
- C. marketing cloud Personalization uses third party software to match anonymous and known identities

Answer: B

NEW QUESTION # 105

What three components are defined by the developer in the Sitemap?

- A. Content Zones
- B. Promotions
- C. Campaigns
- D. Events
- E. Page Types

Answer: A,D,E

Explanation:

Page Types:

* Defines the structure of website pages, enabling accurate mapping of data and personalization rules.

NEW QUESTION # 106

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

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

Answer: A

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 # 107

Which two items can be included in the total engagement score calculation?

- A. Actions
- B. Visits
- C. Time of Day
- D. Identity merge date

Answer: A,B

NEW QUESTION # 108

What three features are used to support mobile web personalization?

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

Answer: A,D,E

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 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., MobilePush, MobileConnect). These are not directly used for on-site mobile web personalization.

NEW QUESTION # 109

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