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The Marketing-Cloud-Personalization Accredited Professional Exam is an essential certification for anyone who wants to demonstrate their proficiency in using Marketing Cloud's personalization features. It is a rigorous exam that requires candidates to have a deep understanding of Marketing Cloud's capabilities and how to use them to create targeted, relevant, and engaging customer experiences. By passing Marketing-Cloud-Personalization Exam, professionals can demonstrate their expertise in using Marketing Cloud to drive revenue growth and build brand loyalty.

Salesforce Marketing Cloud Personalization Accredited Professional Exam Sample Questions (Q17-Q22):

NEW QUESTION # 17

A brand is testing three campaigns, each one with a control experience. Which segment type can the brand setup to make sure the same group always gets the control experience?

- A. Location-based segment
- B. A/B test segment
- **C. Control group segment**
- D. Third party segment

Answer: C

Explanation:

To ensure the same group of users always gets the control experience:

* Control Group Segment:

* Define a segment specifically for control group allocation.

* This segment ensures consistency across campaigns, maintaining the same group in the control experience.

References:

* Salesforce Interaction Studio Documentation - A/B Testing and Control Groups

NEW QUESTION # 18

What is the best practice naming convention for attributes?

- **A. UpperCamelCase**
- B. lowerCamelCase
- C. Lower_snake_case
- D. Upper_snake_case

Answer: A

NEW QUESTION # 19

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

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

Answer: A,C

Explanation:

* Visits (Answer B):

* The number of times a user visits a website or interacts with a channel.

* Actions (Answer C):

* Specific actions taken by the user, such as clicks, purchases, or form submissions.

These metrics reflect user interaction and engagement with the platform.

References:

* Salesforce Interaction Studio Documentation - Engagement Scoring

NEW QUESTION # 20

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

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

Answer: B

NEW QUESTION # 21

What ingredient could a marketer use as a backup in the event that the recipe serves too few or no items?

- A. Trending
- B. Co-Browse
- C. SmartBundle
- D. Co-Buy

Answer: A

Explanation:

* The Trending ingredient is often used as a backup in recipes to ensure that popular products or content are displayed when no personalized recommendations are available.

NEW QUESTION # 22

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