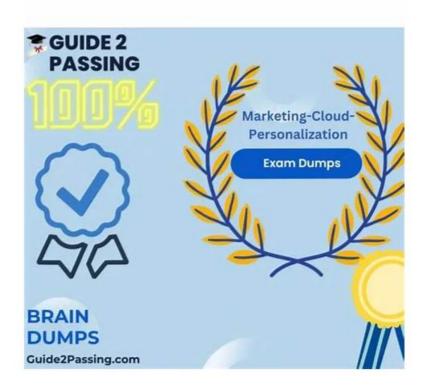
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To prepare for the exam, individuals should have a strong understanding of the Marketing Cloud's personalization features, including segmentation, dynamic content, and predictive intelligence. They should also have experience using these features to create successful marketing campaigns.

To become a Marketing Cloud Personalization Accredited Professional, individuals must pass a 60-question multiple-choice exam that covers a range of topics, including segmentation, email marketing, mobile marketing, social media marketing, and personalization. Marketing-Cloud-Personalization Exam is timed and must be completed within 90 minutes. A passing score of 68% or higher is required to achieve certification.

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Salesforce Marketing Cloud Personalization Accredited Professional Exam Sample Questions (Q23-Q28):

NEW QUESTION #23

What is the maximum number of user attributes you can setup per dataset?

- A 0
- B. 1
- C. 2
- D. 3

Answer: C

NEW QUESTION #24

What three things does a developer code in web template?

- A. Campaign qualification rules
- B. Client side instructions for rendering
- C. Defining what can be configured in a campaign
- D. Set the control group percentage
- E. HTML and CSS for controlling appearance

Answer: B,C,E

Explanation:

In Interaction Studio, developers code web templates to enable dynamic and personalized content delivery.

The responsibilities include:

- * HTML and CSS for controlling appearance (Answer B):
- * Define the structure and styling of the personalized content rendered on the webpage.
- * Client-side instructions for rendering (Answer C):
- * Add JavaScript or other client-side scripts to control how content interacts with the user on the webpage.
- * Defining what can be configured in a campaign (Answer E):
- * Developers set up configurable elements in the template, such as text, images, or rules, that can be adjusted by marketers when creating a campaign.

References:

* Salesforce Interaction Studio Developer Documentation - Web Templates

NEW QUESTION #25

A brand wants to view campaign performance of specific groups of users. How would they view this within the platform?

- A. Use a segment to specify certain actions, which can be set as the goal for a campaign
- B. Use engagement compare functionality to see the differences in key metrics and behaviours
- C. Use a segment to setup a filter, then use the filter in campaign statistics
- D. Use a segment to set a global goal

Answer: C

NEW OUESTION #26

What are the two competitive advantages of interaction studio? [check]

- A. Monitors active time spent and true engagement
- B. Managers Consent

- C. True Real-Time Decisioning
- D. Integrated content management system

Answer: A,C

NEW QUESTION #27

A customer receives emails from her favorite brand that are not personalized to her interest. What Marketing Cloud Personalization feature will help improve this customer's experience?

- A. Rule-based targeting
- B. A/B testing
- C. Open time email
- D. Surveys

Answer: A

NEW QUESTION #28

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