

Salesforce Marketing-Cloud-Personalization Exam Brain Dumps & Marketing-Cloud-Personalization Pdf Free



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Once you establish your grip on our Marketing-Cloud-Personalization exam materials, the real exam questions will be a piece of cake for you. There are three different versions of our Marketing-Cloud-Personalization study questions for you to choose: the PDF, Software and APP online. Though the displays are totally different, the content of the Marketing-Cloud-Personalization Practice Guide is the same. You can pass the exam with no matter which version you want to buy.

The Marketing Cloud Personalization Accredited Professional Exam is an excellent certification program for professionals who want to advance their careers in digital marketing. Marketing Cloud Personalization Accredited Professional Exam certification validates the skills and knowledge of professionals in using the Marketing Cloud platform to create and deliver personalized marketing campaigns. By passing the exam, professionals can demonstrate their expertise in using the Marketing Cloud platform and stand out in a competitive job market.

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 QUESTION # 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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