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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 Accredited Professional Exam Sample Questions (Q39-Q44):

#### NEW QUESTION # 39

A business user created a segment to track everyone that has looked at the homepage today. How long does it take for a web visitor to join the ..... After viewing the homepage?

**Answer:**

Explanation:

Immediate

Explanation:

In Interaction Studio, segment membership updates occur in real-time. A web visitor is immediately added to the segment after meeting the criteria, such as viewing the homepage.

Reference: Salesforce Interaction Studio Real-Time Segmentation Documentation.

#### NEW QUESTION # 40

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**

#### NEW QUESTION # 41

Event API requests are made using what two content types (select 2)?

- A. CSV
- B. XML
- C. JSON
- D. Form URL encoded

**Answer: C,D**

Explanation:

Event API requests in Interaction Studio can be made using the following content types:

\* Form URL Encoded: Suitable for sending event data in a simple key-value format.

\* JSON: Commonly used for complex data structures, offering flexibility and compatibility.

Reference: Salesforce Interaction Studio Event API Documentation.

#### NEW QUESTION # 42

In which two locations in the page Type definition can a developer pass in attributes?

- A. cashDom
- B. onActionEvent
- C. listeners
- D. is Match

**Answer: B,D**

Explanation:

In Salesforce Marketing Cloud Personalization (formerly Interaction Studio), you can define page types within the Web SDK configuration (e.g., `evergage.init(...)`). A page type helps the system determine how to classify a given page and what data to capture. Developers often add custom attributes within these page type definitions to enrich the captured context.

Below are the two primary methods (from the listed options) where a developer can pass in or define attributes:

1. `isMatch` (Option A)

\* What It Is

\* `isMatch` is a function used to determine if a particular page type definition applies to the current page (based on URL, DOM elements, or other logic). It returns a boolean (true or false) to indicate whether the page matches this definition.

\* Passing Attributes

\* Inside the `isMatch` function, developers can add or modify attributes to enrich the context object. For example:

```
isMatch: function(context) {
  // Check if page matches (e.g., URL pattern)
  if (window.location.pathname.includes("/product/")) {
    // Add custom attributes
    context.addAttributes({
      productCategory: "Shoes",
      productType: "Sneakers"
    });
  }
  return true;
}
return false;
}
```

\* This ensures that whenever this page type's `isMatch` condition is true, certain attributes are set on the context.

\* Salesforce Reference

\* Salesforce Help: Web SDK Configuration Guide Explains how to set up page types, including using `isMatch` to define when a page type applies and how to add custom attributes.

2. `onActionEvent` (Option B)

\* What It Is

\* `onActionEvent` is a function within a page type definition that fires whenever an action event (e.g., click event, impression event) is triggered. You can use this to capture more specific or dynamic data each time an action is recorded.

\* Passing Attributes

\* Within `onActionEvent`, you can also manipulate the event or context to set additional attributes. For example:

```
onActionEvent: function(context, event) {
  // For instance, if the user clicks a particular element:
  if (event.action.name === "click") {
    // Add or override attributes for this event
    event.attributes = {
      event.attributes,
      clickedElementID: event.target.id
    };
  }
}
```

\* This approach is particularly useful for capturing data specific to user interactions (clicks, hovers, form submissions, etc.).

\* Salesforce Reference

\* Salesforce Help: Handling Action Events in the Web SDK Describes how `onActionEvent` can be used to modify event data, including adding custom attributes.

### NEW QUESTION # 43

What are two ways to populate the interaction studio catalog? [check]

- A. Third-party integration
- B. Email pixel

- C. Web sdk
- D. ETL Feed

Answer: C,D

## NEW QUESTION # 44

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