

# MARKETING-CLOUD- PERSONALIZATION<sup>Q&As</sup>

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## QUESTION 1

How many total global goals and filters can you define for your dataset in IS?

- A. 64 total for both filters and goals
- B. 25 filers and 25 goals
- C. Unlimited
- D. 300 total between filters and goals

Correct Answer: A

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## QUESTION 2

What are the three primary areas of data stored in IS which represent a company's key business informative?

- A. User behaviour
- B. Employee performance
- C. Shadow catalog information
- D. Statistical tracking of KPI's
- E. Operational information

Correct Answer: ACD

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## QUESTION 3

What three things does a developer code in web template?

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

Correct Answer: BC

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## QUESTION 4

What is the rule criteria that you can use in the segment creation process?

- A. Actions
- B. Social mentions
- C. Email click throughs
- D. Dimensions

Correct Answer: A

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## QUESTION 5

What two features of interaction studio can be used in an open-time email campaign?

- A. Promotion
- B. Attribute
- C. Survey
- D. Recipe

Correct Answer: AD

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