

MARKETING-CLOUD- PERSONALIZATION^{Q&As}

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QUESTION 1

What is the salesforce point of view for end to end flow of data for real-time personalization within interaction studio?
[Check]

- A. Data-in, understand, engage, data-out, analyse
- B. Know, understand, personalise, engage, analyse
- C. Identify, understand, decide, act, analyse
- D. Profile, insight, understand, act, analyse

Correct Answer: C

QUESTION 2

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

- A. 100
- B. 50
- C. 250
- D. 500

Correct Answer: A

QUESTION 3

A business user wants to test the effectiveness of two CTA options, which testing option should the select?

- A. Rule Based Testing
- B. Variation Testing
- C. A/B Testing
- D. Time Based Testing

Correct Answer: C

QUESTION 4

Which ingredient shows a visitor products or content based on a "people like me" algorithm?

- A. Similar Items

- B. Trending
- C. Collaborative Filtering
- D. Co Browser

Correct Answer: C

QUESTION 5

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

- A. Monitors active time spent and true engagement
- B. Integrated content management system
- C. Managers Consent
- D. True Real-Time Decisioning

Correct Answer: AD

QUESTION 6

What are the three types of ingredients available for a recipe?

- A. Catalog-based and Trending
- B. Recommendations
- C. Co-Occurrence
- D. Machine Learning
- E. Promotions

Correct Answer: ABC

QUESTION 7

What is the interaction studio terminology for the collection of products and content as well as related categories and tags - such as brand, gender, style, keyword and author?

- A. Dimensions
- B. Channel
- C. Directory
- D. Catalog

Correct Answer: A

QUESTION 8

How often does interaction studio poll the sftp for new files for ingestion?

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

Correct Answer: D

QUESTION 9

How does interaction studio deliver technical value to marketers? [Check]

- A. By providing a cloud-based unified e-commerce platform with mobile, AI personalisation, order management capabilities, and related services for B2C
- B. By listening to customer signals, understanding customer intent, and acting accordingly
- C. By providing a platform to manage, schedule, create and monitor content
- D. By providing a cloud-based application designed to help salespeople sell smarter and faster

Correct Answer: B

QUESTION 10

How does IS define web template?

- A. A repeatable framework used to create a web campaign
- B. A google Chrome Extension
- C. The events and behavior of what will be captured on the websites
- D. An area on your site that a developer has configured.

Correct Answer: A

QUESTION 11

In the user interface what is the visual representation of the data about a single visitor including preference?

- A. Unified view of customer
- B. unified customer profile
- C. Single source of truth
- D. Single view of customer

Correct Answer: B

QUESTION 12

Which three components of a server side campaign must be coded by a developer?

- A. Campaign Setup
- B. Parsing the JSON Response
- C. Tracking of campaign statistics
- D. Content Selection
- E. EVENT API Request

Correct Answer: BCE

QUESTION 13

How many times can a visitor accomplish a goal in interaction studio?

- A. It varies depending on the setup of the goal segment
- B. Each time a visitor leaves and rejoins the goal segment
- C. Only once for all time
- D. No more than twice or the goal completion will no longer be counted

Correct Answer: B

QUESTION 14

A brand's website is seeing high traffic, but much of the behavior is anonymous. How does Marketing Cloud Personalization identify identities?

- A. Marketing Cloud Personalization synchronizes anonymous and known profiles once a day based on online traffic and data from offline)
- B. Marketing cloud personalization uses probabilistic matching to determine if two or more profiles represent the same identity

C. Marketing cloud personalization constantly monitors identifying information, then uses deterministic matching to determine if two same identity

D. marketing cloud Personalization uses third party software to match anonymous and known identities

Correct Answer: B

QUESTION 15

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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