

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

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## QUESTION 1

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

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## QUESTION 2

What are the three ways segments are used in Interaction studio?

- A. Set goals and filters
- B. Targeting for campaigns
- C. Creation related lists within salesforce CRM
- D. Analytics, trends and engagement
- E. Recommending products

Correct Answer: ABD

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## QUESTION 3

What are the components of an interaction studio web campaign? [check]

- A. Email capture, homepage, and product requisite
- B. Experience, template, and content Zone
- C. Configured recipe, visitor profile, and content window
- D. Affinity, infobard and attribution window

Correct Answer: B

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## QUESTION 4

A marketer would like to display the most common products purchased by previous buyers along with the main item on a product page, which ingredient would they need to use in the recipe?

- A. Co-Buy
- B. Similar Items
- C. Trending
- D. Co-Browse

Correct Answer: A

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## QUESTION 5

What three components can a web developer define by pageType?

- A. Item Actions
- B. Campaign
- C. Goals
- D. Content Zones
- E. Capturing Attribute

Correct Answer: ADE

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## QUESTION 6

How quickly does interaction studio synthesize and activate data to gauge and respond to

- A. 30 Seconds
- B. 30 milliseconds
- C. 1 second
- D. 1 minutes

Correct Answer: B

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## QUESTION 7

Which user attribute data types are supported in the identity system?

- A. String and integer
- B. Multistring
- C. String D. String and Multistring

Correct Answer: C

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## QUESTION 8

How does a developer share web templates from one dataset to another?

- A. Deployment manager
- B. Copy
- C. Download to zip file, upload zip file
- D. Clone

Correct Answer: C

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## QUESTION 9

A brand wants to do an ad-hoc export of a new user-defined attributes, what option would they choose?

- A. The option to include built-in fields on a segment export
- B. The option to exclude anonymous fields on a segment export
- C. The option to include all custom fields on a segment export
- D. The option to send segment data to Marketing Cloud

Correct Answer: C

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## QUESTION 10

How are anonymous visitors tracked?

- A. Interaction studio assigns a unique alphanumeric identifier using a first-party cookie
- B. Interaction studio assigns a unique alphanumeric identifier using a 3rd party cookie
- C. The customer must assign a unique alphanumeric identifier using a first-party cookie
- D. The browser assigns a 3rd party cookie

Correct Answer: A

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## QUESTION 11

What are two types that real time interaction management helps marketers to personalize the customer

- A. Data Aggregation
- B. Data Storage

C. Next best Action

D. Orchestration

Correct Answer: CD

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## QUESTION 12

How many days after the date of upload will files be deleted from the SFTP?

A. 180 days

B. 30 days

C. 60 days

D. 90 days

Correct Answer: C

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## QUESTION 13

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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## QUESTION 14

ETL feeds must follow explicit specifications and requires which type of file format?

A. CSV

B. JSON

C. Binary

D. TextDocs

Correct Answer: A

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## QUESTION 15

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

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