

Latest [Jul 29, 2023] Salesforce Marketing-Cloud-Personalization Exam Practice Test To Gain Brilliant Result [Q45-Q60]

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Take a Leap Forward in Your Career by Earning Salesforce Marketing-Cloud-Personalization

Salesforce Marketing Cloud is a powerful platform that enables organizations to deliver personalized and targeted marketing campaigns across multiple channels. The Marketing Cloud Personalization Accredited Professional certification exam is designed to test the candidate's understanding of the platform's features and capabilities, including audience segmentation, content creation, email marketing, mobile messaging, and data analytics.

Q45. A brand wants to do an ad-hoc export of a new user-defined attributes, what option would they choose?

- * The option to include built-in fields on a segment export
- * The option to exclude anonymous fields on a segment export
- * The option to include all custom fields on a segment export
- * The option to send segment data to Marketing Cloud

Q46. Which three components of a server side campaign can be defined by a business user?

- * Campaign rendering
- * Campaign responses
- * Promoted content
- * Experience rules
- * User attributes

Q47. Which ETL feed is used to bring campaign tracking data from marketing cloud messaging & journeys or pardot?

- * Product ETL
- * Transaction ETL
- * Manual segment ETL
- * External email campaign events ETL

Q48. When does site mapping happen during the implementation process?

- * At the beginning of the build phase since it is the basis for the rest of the implementation
- * In the middle after certain components like the catalog have been populated
- * At the end after everything is defined in the system
- * It can happen at any point since it is unrelated to the rest of the implementation

Q49. How does IS define web template?

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

Q50. What are the components of an interaction studio web campaign? [check]

- * Email capture, homepage, and product requisite

- * Experience, template, and content Zone
- * Configured recipe, visitor profile, and content window
- * Affinity, infobard and attribution window

Q51. What would a marketer include if they want to ensure they display recommendations from more than one category?

- * Variation
- * Exclusion
- * Ingredient
- * Booster

Q52. A brand's website is seeing high traffic but much of the behaviour is anonymous. How does IS unify anonymous identifies?

- * IS uses probability matching to determine if two or more profiles represent for user identity
- * IS synchronise anonymous and knows profiles once a day based on online traffic and data offer sources
- * IS constantly monitors identifying information then user determines matching to determine if two or more profiles identify
- * IS uses third party software to match anonymous and knows identifies

Q53. Which three components of a recipe are optional when configuring a new algorithm?

- * Decisions
- * Ingredients
- * Variation
- * Boosters
- * Exclusions

Q54. Which two components does a user need to configure in IS to display Einstein product recommendation via IS connection for sales and service cloud?

- * Einstein recipes
- * Catalog items
- * Promotion
- * Einstein Decision

Q55. What can you learn from segment compare on the segment detail tab?

- * To understand view time purchases attributes revenue by category
- * To compare users, engagement activity and other actions across segments displayed
- * To view individual users that are part of the segment
- * To understand what campaign use the segment for targeting

Q56. ETL feeds must follow explicit specifications and requires which type of file format?

- * CSV
- * JSON
- * Binary
- * TextDocs

Q57. A brand wants to do an ad-hoc export of a segment. What option could they use?

- * The export segment functionality via CSV format
- * The export segment functionality to Amazon S3
- * The export segment functionality via the SOAP API
- * The export segment functionality via JSON payload

Q58. Which ingredient shows a visitor products or content based on a 'people like me' algorithm?

- * Similar Items
- * Trending
- * Collaborative Filtering
- * Co Browser

Q59. How does interaction studio deliver technical value to marketers? [Check]

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

Q60. What three components can a web developer define by pageType?

- * Item Actions
- * Campaign
- * Goals
- * Content Zones
- * Capturing Attribute

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