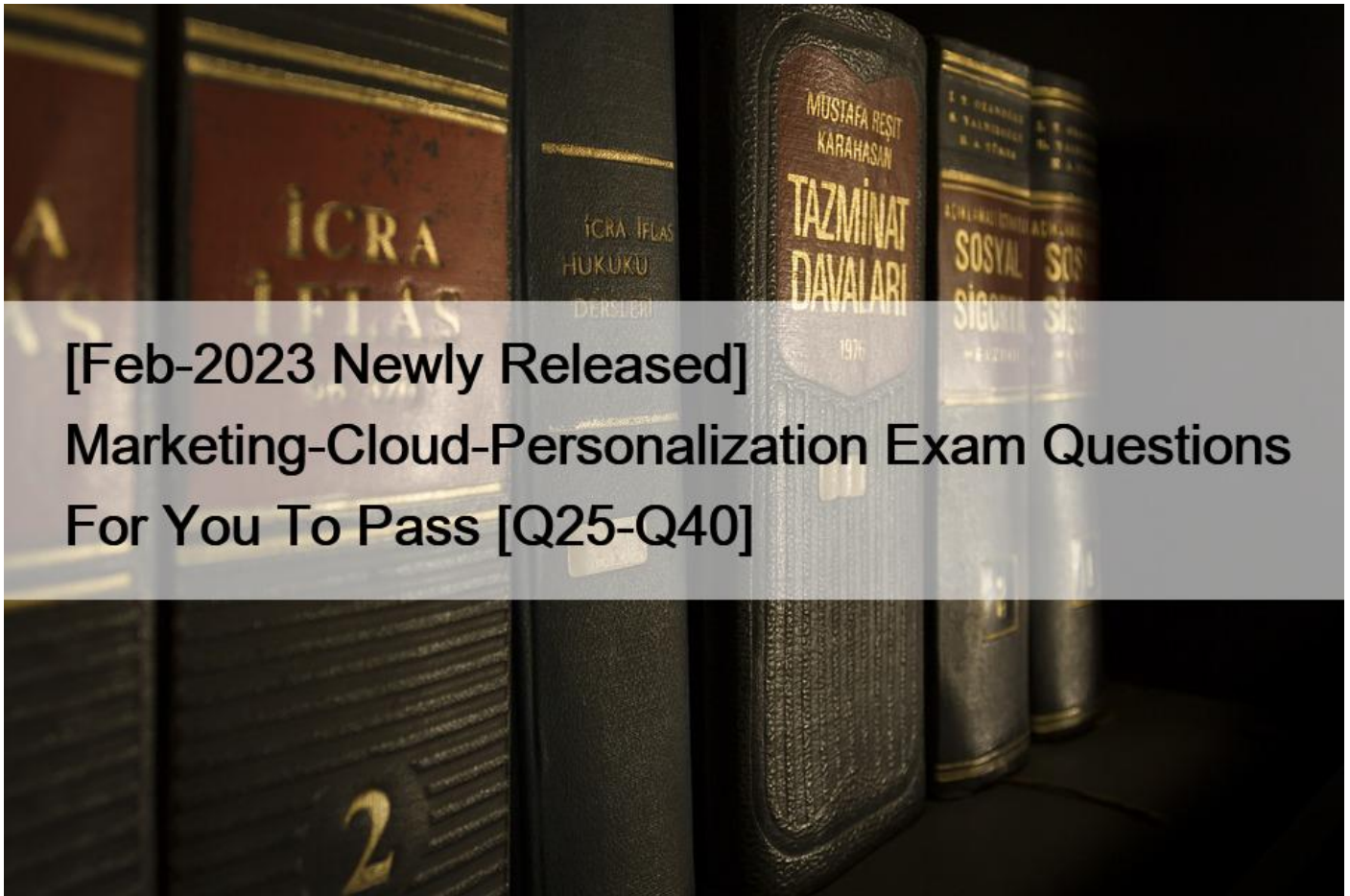


## [Feb-2023 Newly Released Marketing-Cloud-Personalization Exam Questions For You To Pass [Q25-Q40]



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Salesforce Marketing-Cloud-Personalization Exam: Basic Questions With Answers

**Q25.** What are the three types of ingredients available for a recipe?

- \* Catalog-based and Trending
- \* Recommendations
- \* Co-Occurrence
- \* Machine Learning
- \* Promotions

**Q26.** The sitemap provides the functionality that enables IS to identify which three items?

- \* Page types
- \* content zones
- \* attributes
- \* campaign
- \* Templates

**Q27.** How many total global goals and filters can you define for your dataset in IS?

- \* 64 total for both filters and goals
- \* 25 filters and 25 goals
- \* Unlimited
- \* 300 total between filters and goals

**Q28.** When using B2B Detect, which two options are valid account origins?

- \* IP address
- \* Time of day
- \* Customer date of birth
- \* Account Domain

**Q29.** Which role would the admin assign a user if they need to view everything in interaction studio and create, update, publish and delete campaigns and recipes?

- \* Viewer
- \* Campaign editor
- \* Editor
- \* Campaign author

**Q30.** 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

**Q31.** How quickly does interaction studio synthesize and activate data to gauge and respond to an individual's in-the-moment intent, across channels?

- \* 30 Seconds
- \* 30 milliseconds
- \* 1 second
- \* 1 minutes

**Q32.** What would a marketer include if they want to ensure they display recommendations from more than one category?

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

**Q33.** What is the salesforce point of view for end to end flow of data for real-time personalization within interaction studio? [Check]

- \* Data-in, understand, engage, data-out, analyse
- \* Know, understand, personalise, engage, analyse
- \* Identify, understand, decide, act, analyse
- \* Profile, insight, understand, act, analyse

**Q34.** Event API requests are made using what two content types (select 2)?

- \* CSV
- \* XML
- \* Form URL encoded
- \* JSON

**Q35.** A brand's website is seeing high traffic but much of the behaviour is anonymous. How does IS unify anonymous identities?

- \* IS uses probability matching to determine if two or more profiles represent for user identity
- \* IS synchronise anonymous and known profiles once a day based on online traffic and data from 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 known identities

**Q36.** What two features of Marketing cloud Personalization can be used in an open-time email Campaign?

- \* Recipe
- \* Attribute
- \* Survey
- \* Promotion

**Q37.** What qualifies a web visitor to see any experience of a web campaign?

- \* Campaign tracking rules
- \* Einstein Next Best Action
- \* Einstein Recipe Ingredients
- \* Email campaign rules

**Q38.** A brand's website is seeing high traffic, but much of the behavior is anonymous. How does Marketing Cloud Personalization identify identities?

- \* Marketing Cloud Personalization synchronizes anonymous and known profiles once a day based on online traffic and data from (online and offline)
- \* Marketing cloud personalization uses probabilistic matching to determine if two or more profiles represent the same identity
- \* Marketing cloud personalization constantly monitors identifying information, then uses deterministic matching to determine if two same identity
- \* marketing cloud Personalization uses third party software to match anonymous and known identities

**Q39.** Which campaign type needs to be configured to setup the interaction studio connector for sales and service clouds?

- \* Server-side campaign
- \* Web campaign
- \* Mobile campaign
- \* Email campaign

**Q40.** Which two success metrics can a company achieve with IS their web channel?

- \* Increase in first time visitor
- \* Increase in conversion rate
- \* Increase in organic search ranking
- \* Increase in revenue

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