100% Accurate Answers! Oct-2023 Marketing-Cloud-Personalization Actual Real Exam Questions [Q47-Q69
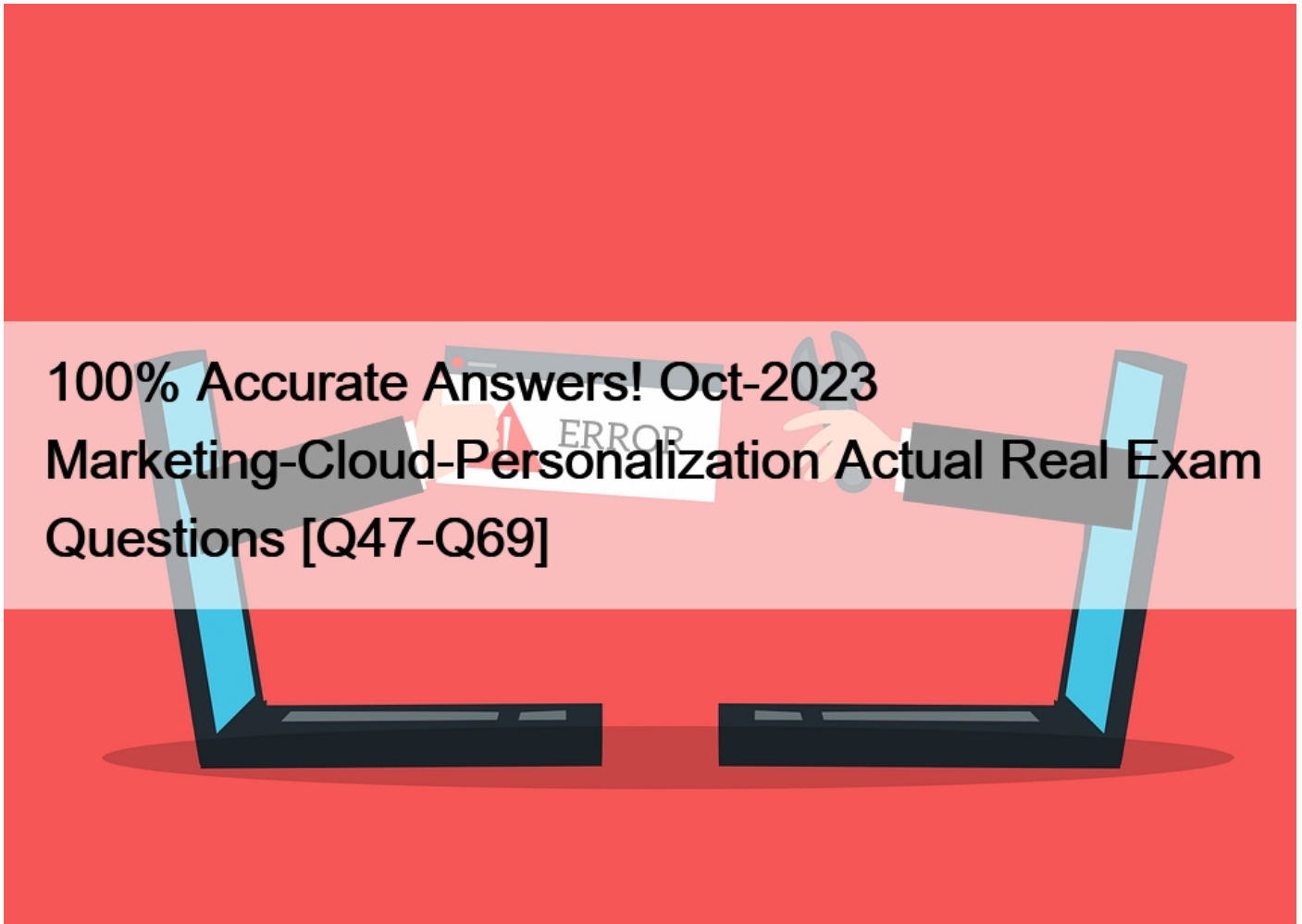

100% Accurate Answers! Oct-2023 Marketing-Cloud-Personalization Actual Real Exam Questions Best Value Available! 2023 Realistic Verified Free Marketing-Cloud-Personalization Exam Questions

Salesforce Marketing-Cloud-Personalization Accredited Professional certification is a valuable credential for professionals who want to advance their careers in the field of marketing automation. It demonstrates your expertise in Marketing Cloud Personalization, which is becoming increasingly important in today's digital marketing landscape. Marketing Cloud Personalization Accredited Professional Exam certification will help you stand out from the competition and gain recognition for your skills and knowledge in this area. With this certification, you will be able to create more effective, personalized marketing campaigns that drive better results for your organization.

NO.47 How many days after the date of upload will files be deleted from the SFTP?
* 180 days
* 30 days

* 60 days
* 90 days

NO.48 What is the purpose of defining content zones in the sitemap?
* To define where campaigns can render on a website
* To report on web campaign performance
* To specify the size of the content that will be used
* To ingest catalog information from the page

NO.49 Which two successs 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

NO.50 Which ingredient shows a vistor products or content based on a “people like me” algorithm?
* Similar Items
* Trending
* Collaborative Filtering
* Co Browser

NO.51 A customer service representative for a bank is on the phone with a prospect and wants to promote the next best offer based on digital behaviour. How would they accomplish this in service cloud?
* The agent uses a customized next best offer widget powered by the interaction studio connector
* Leverage service cloud to inform IS in real-time
* Use machine learning to serve product/ content recommendations in email sent by your ESP
* Manually sync data from Interaction studio to service cloud

NO.52 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

NO.53 What are the three types of mobile campaigns a business user can create in IS?
* JSON Data A
* In-App Notification
* Browser Notification
* SMS Text Message
* Push Message

NO.54 How quickly does interaction studio synthesize and activate date to gauge and respond to an individuala’s in-the-moment intent, across channels?
* 30 Seconds
* 30 milliseconds
* 1 second
* 1 minutes

NO.55 Which two components does a user need to configure in Marketing Cloud Personalization to display Einstein product recommendations via the Marketing Cloud Personalization Connector for Sales and Service Cloud?

* Catalog Items
* Promotions
* Einstein Recipes
* Einstein Decisions

NO.56 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

NO.57 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 or online traffic and data offer sources
* IS constantly monitors identifying information then user determines matching to determine if two or more profiles identify
* IS users third party software to match anonymous and knows identifies

NO.58 How many total global goals and filters can you define for your dataset in IS?
* 64 total for both filters and goals
* 25 filers and 25 goals
* Unlimited
* 300 total between filters and goals

NO.59 Which scenario is a valid interaction studio use case?
* Recommendations in email which are personalised at send time
* Behavioural targeting with 3rd party audience data
* Recommendations in email which are personalized at open time
* Machine learning driven insights within a customer database

NO.60 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

NO.61 What are the two main functions of the Event API? (select 2)
* Capture user attributes and actions
* Process GDPR data or deletion requests
* Return campaign responses
* Bulk load external campaign data

NO.62 What would a marketer include if they want to ensure they display recommendations from more than one category?
* Variation
* Exclusion
* Ingredient
* Booster

NO.63 What ingredient could a marketer use as a backup in the event that the recipe serves too few or no items?

* Co-Buy
* Co-Browse
* Trending
* SmartBundle

NO.64 How does Guardian determine the expected range for a given metric?
* Guardian uses continuous machine learning to set predict the expected range
* Guardian comes with pre-built ranges for each metric, which cannot be configured
* Guardian uses upper and lower bounds set by the user for each metric.
* Guardian queries the Data warehouse to establish logical the expected ranges

NO.65 Which development language is used to code the sitemap?
* Python
* Javascript
* jQuery
* Ampscript

NO.66 A business user created a segment to track everyone that has looked at the homepage today. How long does it take for a web visitor to join the ….. After viewing the homepage?
Immediate

NO.67 A business user created a segment to track everyone that has looked at the homepage today. How long does it take for a web visitor to join the ….. After viewing the homepage?
* Immediate
* Immed

NO.68 How often does interaction studio poll the sftp for new files for ingestion?
* Immediately
* Hourly
* Daily
* Every 15 minutes

NO.69 Event API requests are made using what two content types (select 2)?
* CSV
* XML
* Form URL encoded
* JSON

The Marketing Cloud Personalization Accredited Professional Exam covers a range of topics related to the Marketing Cloud platform, including personalization strategies, email marketing, mobile messaging, and social media marketing.

Marketing-Cloud-Personalization exam is designed to test the practical skills and knowledge of professionals in using the Marketing Cloud platform to create and deliver personalized marketing campaigns. Marketing-Cloud-Personalization exam also covers best practices for measuring and optimizing the effectiveness of marketing campaigns.

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