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Vendor:Salesforce

Exam

Code:MARKETING-CLOUD-PERSONALIZATION

Exam Name:Marketing Cloud Personalization
Accredited Professional

Version:Demo

QUESTION 1

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?

- A. The agent uses a customized next best offer widget powered by the interaction studio connector
- B. Leverage service cloud to inform IS in real-time
- C. Use machine learning to serve product/ content recommendations in email sent by your ESP
- D. Manually sync data from Interaction studio to service cloud

Correct Answer: A

QUESTION 2

How often does Marketing Cloud Personalization poll the SFTP for new files for ingestion?

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

Correct Answer: B

QUESTION 3

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

- A. Einstein recipes
- B. Catalog items
- C. Promotion
- D. Einstein Decision

Correct Answer: D

QUESTION 4

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

- A. Decisions
- B. Ingredients
- C. Variation
- D. Boosters
- E. Exclusions

Correct Answer: CDE

QUESTION 5

Which two items can be included in the total engagement score calculation?

- A. Identity merge date
- B. Visits
- C. Actions
- D. Time of Day

Correct Answer: BC

QUESTION 6

What two features of interaction studio have functionality to perform an A/B testing?

- A. Templates
- B. Campaigns
- C. Segments
- D. Recipes

Correct Answer: BC

QUESTION 7

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 8

What three things does a developer code in web template?

- A. Campaign qualification rules
- B. HTML and CSS for controlling appearance
- C. Client side instructions for rendering
- D. Set the control group percentage
- E. Defining what can be configured in a campaign

Correct Answer: BC

QUESTION 9

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?

- A. Immediate
- B. Placeholder

Correct Answer: A

QUESTION 10

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 11

Where can a developer access pre-built Global Templates?

- A. View List Template option in the Launcher
- B. From the Templates list when building a campaign
- C. From code examples in developer docs
- D. Templates menu under the web Campaign menu in the U

Correct Answer: D

QUESTION 12

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