

Updated Apr-2023 Marketing-Cloud-Personalization Exam Practice Test Questions [Q44-Q67]



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Q44. What are the three types of ingredients available for a recipe?

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

Q45. 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

Q46. What three features are used to support mobile web personalization?

- * SiteMap
- * Web SDK
- * Mobile SDK
- * Mobile Data Campaign
- * Templates

Q47. 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

Q48. 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

Q49. 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

Q50. What is the best practice naming convention for attributes?

- * UpperCamelCase
- * Lower_snake_case
- * Upper_snake_case
- * lowerCamelCase

Q51. A brand's website is seeing high traffic, but much of the behavior is anonymous. How does Marketing Cloud Personalization identities?

- * Marketing Cloud Personalization synchronizes anonymous and known profiles once a day based on online traffic and data from 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

Q52. Which two items can be included in the total engagement score calculation?

- * Identity merge date
- * Visits
- * Actions
- * Time of Day

Q53. A brand is testing three campaigns, each one with a control experience. Which segment type can the brand setup to make sure the same group always gets the control experience?

- * Third party segment
- * Control group segment

- * A/B test segment
- * Location-based segment

Q54. In the user interface what is the visual representation of the data about a single visitor including preference?

- * Unified view of customer
- * unified customer profile
- * Single source of truth
- * Single view of customer

Q55. 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.

Q56. 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

Q57. What three components can a web developer define by pageType?

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

Q58. What are IS machine learning powered algorithms called?

- * Machine Learning Tools
- * Einstein Recipe
- * Einstein Decisions
- * Data Science Workbends

Q59. How are anonymous visitors tracked?

- * Interaction studio assigns a unique alphanumeric identifier using a first-party cookie
- * Interaction studio assigns a unique alphanumeric identifier using a 3rd party cookie
- * The customer must assign a unique alphanumeric identifier using a first-party cookie
- * The browser assigns a 3rd party cookie

Q60. What are two types that real time interaction management helps marketers to personalize the customer

- * Data Aggregation
- * Data Storage
- * Next best Action
- * Orchestration

Q61. What attribute and value is passed in the event API request for returning server sidecampaigns? [check]

- * Source = Server
- * Server Side messages = 1
- * Server side are always returned

* Server side = true

Q62. Which ingredient shows a visitor products or content based on a "people like me" algorithm?

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

Q63. Which three components of a recipe are optional when configuring a new algorithm?

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

Q64. Which entry source event type needs to be configured for a journey to be used in the segment join to journey builder feature?

- * Audience
- * Salesforce data
- * API
- * Date based

Q65. Which data feed integrates external system data into a user's profile leveraging identity attributes?

- * Identity feed
- * Catalog Feed
- * Interaction feed
- * User Feed

Q66. Which scenario is a valid interaction studio use case?

- * Recommendations in email which are personalized 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

Q67. 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

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