[Q24-Q48 Latest Salesforce Marketing-Cloud-Personalization First Attempt, Exam real Dumps Updated [Dec-2022

Latest Salesforce Marketing-Cloud-Personalization First Attempt, Exam real Dumps Updated [Dec-2022 Get the superior quality Marketing-Cloud-Personalization Dumps Questions from ExamcollectionPass. Nobody can stop you from getting to your dreams now. Your bright future is just a click away! NEW QUESTION 24

What would a marketer include if they want to ensure they display recommendations from more than one category?
* Variation
* Exclusion
* Ingredient
* Booster

NEW QUESTION 25

A business user wants to test the effectiveness of two CTA options, which testing option should the select?
* Rule Based Testing
* Variation Testing
* A/B Testing
* Time Based Testing

NEW QUESTION 26

How often is the Event Stream report refreshed?
* Every Day
* Every 15 Seconds
* Every 30 Minutes
* Every hour

NEW QUESTION 27

What three components are defined by the developer in the Sitemap?
* Page Types
* Events
* Promotions
* Campaigns
* Content Zones

NEW QUESTION 28

What are two ways to populate the interaction studio catalog? [check]
* ETL Feed
* Third-party integration
* Web sdk
* Email pixel

NEW QUESTION 29

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

NEW QUESTION 30

How often does Marketing Cloud Personalization poll the SFTP for new files for ingestion?
* Immediately
* Every 15 minutes
* Hourly
* Daily

NEW QUESTION 31

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

NEW QUESTION 32

When should you define goals and filters?
* After launching a campaign that you want to measure against a goal or filter
* Over time, when you have something new you want to meausure
* When you are reviewing campaign statistics for a published campaign
* Before launching a campaign that you want to measure against a goal or filter

NEW QUESTION 33

What are the three ways segments are used in Interaction studio?
* Set goals and filters
* Targeting for campaigns
* Creation related lists within salesforce CRM
* Analytics, trends and engagement
* Recommending products

NEW QUESTION 34

What is the unified customer profile?
* A view of each visitor, customer, and user based on their behaviour on your website, with marketing emails or, with any integrated channel
* A offline report of every visitor, customer, and user based on their interaction with your website, web application, mobile store, call center, and email received from your company
* A unified view of all customer activity across, websites, web applications, mobile store, call center
* A profile view for administrators to see activity across all of the customer touch points

NEW QUESTION 35

What two features of interaction studio have functionality to perform an A/B testing?
* Templates
* Campaigns
* Segments
* Recipes

NEW QUESTION 36

The sitemap provides the functionality that enables IS to identify which three items?
* Page types
* content zones
* attributes
* campaign
* Templates

NEW QUESTION 37

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

NEW QUESTION 38

Which global templates do you select and customize to provide trending blog recommendations on the homepage?
* Einstein content recommendation
* Banner with CTA
* Infobar with CTA
* Einstein product recommendation

NEW QUESTION 39

A business user wants to deliver different experiences to different segments within the same campaign, which testing option should they select?
* A/B testing
* Rule based testing
* Time based testing
* Variation testing

NEW QUESTION 40

What are three areas a business user can apply custom catalog dimensions?
* Template filtering
* Segmentation
* Reporting
* Recipe exclusions and boosting

* Campaign targeting

NEW QUESTION 41

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

NEW QUESTION 42

How does a developer share web templates from one dataset to another?
* Deployment manager
* Copy
* Download to zip file, upload zip file
* Clone

NEW QUESTION 43

Which ingredient shows a vistor products or content based on a “people like me” algorithm?
* Similar Items
* Trending
* Collaborative Filtering
* Co Browser

NEW QUESTION 44

Which three components of a recipe are optional when configuring a new algorithm?
* Decisions
* Ingredients
* Variation
* Boosters
* Exclusions

NEW QUESTION 45

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

NEW QUESTION 46

What are two types that real time interaction management helps marketers to personalize the customer
* Data Aggregation
* Data Storage
* Next best Action

* Orchestration

NEW QUESTION 47

A marketer would like to display the most common products purchased by previous buyers along with the main item on a product page, which ingredient would they need to use in the recipe?
* Co-Buy
* Similar Items
* Trending
* Co-Browse

NEW QUESTION 48

ETL feeds must follow explicit specifications and require which type of file format?
* Binary
* CSV
* JSON
* Text

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