

## Guide (New 2023) Actual Salesforce Marketing-Cloud-Personalization Exam Questions [Q45-Q62]



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Marketing-Cloud-Personalization Exam Dumps Pass with Updated 2023 Certified Exam Questions

### NEW QUESTION 45

What are IS machine learning powered algorithms called?

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

### NEW QUESTION 46

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

#### **NEW QUESTION 47**

What three components can a web developer define by pageType?

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

#### **NEW QUESTION 48**

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

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

#### **NEW QUESTION 49**

ETL feeds must follow explicit specifications and require which type of file format?

- \* Binary
- \* CSV
- \* JSON
- \* Text

#### **NEW QUESTION 50**

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 51**

If you want to compare the completion of two objectives based on a filter, what report would you use?

- \* Visitor behaviour report
- \* Referring sources report
- \* Goal completion report
- \* Goal comparison report

#### **NEW QUESTION 52**

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 53**

ETL feeds must follow explicit specifications and requires which type of file format?

- \* CSV
- \* JSON
- \* Binary
- \* TextDocs

#### **NEW QUESTION 54**

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 55**

How many times can a visitor accomplish a goal in interaction studio?

- \* It varies depending on the setup of the goal segment
- \* Each time a visitor leaves and rejoins the goal segment
- \* Only once for all time
- \* No more than twice or the goal completion will no longer be counted

#### **NEW QUESTION 56**

How many days after the date of upload will files be deleted from the SFTP?

- \* 180 days
- \* 30 days
- \* 60 days
- \* 90 days

#### **NEW QUESTION 57**

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

#### **NEW QUESTION 58**

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

- \* Templates
- \* Campaigns
- \* Segments

- \* Recipes

#### **NEW QUESTION 59**

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 measure
- \* 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 60**

What are three features of the WebSDK when deployed on a website?

- \* Configure filters and goals
- \* Rendering campaign for personalisation
- \* Identity and cookie management
- \* Sitemapping for data collection
- \* Loading data from ETL feeds

#### **NEW QUESTION 61**

What are three ways segments are used in marketing cloud personalization?

- \* Set goal and filters
- \* Recommending products
- \* Targeting for campaigns
- \* Creating related lists within Salesforce CRM
- \* Analytics, trends and engagement

#### **NEW QUESTION 62**

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

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