

**Salesforce.Marketing Cloud Personalization Accredited Professional.vAug-2023.by.Yamna.46q**

Number: Marketing Cloud Personalization Accredited Professional  
Passing Score: 800  
Time Limit: 120 min  
File Version: 3.0

**Exam Code: Marketing Cloud Personalization Accredited Professional**

**Exam Name:** Marketing Cloud Personalization Accredited Professional

## Exam A

### QUESTION 1

Which feature allows a business user to overlay campaign creation and editing directly on their website?

- A. Javascript Beacon
- B. Visual Editor
- C. Web SDK
- D. Web Extension

**Correct Answer: C**

**Section:**

**Explanation:**

### QUESTION 2

What is the salesforce point of view for end to end flow of data for real-time personalization within interaction studio? [Check]

- A. Data-in, understand, engage, data-out, analyse
- B. Know, understand, personalise, engage, analyse
- C. Identify, understand, decide, act, analyse
- D. Profile, insight, understand, act, analyse

**Correct Answer: C**

**Section:**

**Explanation:**

### QUESTION 3

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

- A. Unified view of customer
- B. unified customer profile
- C. Single source of truth
- D. Single view of customer

**Correct Answer: B**

**Section:**

**Explanation:**

### QUESTION 4

A brand's website is seeing high traffic but much of the behaviour is anonymous. How does IS unify anonymous identifies?

- A. IS uses probability matching to determine if two or more profiles represent for user identity
- B. IS synchronise anonymous and knows profiles once a day based on online traffic and data offer sources
- C. IS constantly monitors identifying information then user determines matching to determine if two or more profiles identify
- D. IS users third party software to match anonymous and knows identifies

**Correct Answer: D**

**Section:**

**Explanation:**

### QUESTION 5

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

- A. Data Aggregation
- B. Data Storage
- C. Next best Action

D. Orchestration

**Correct Answer: C, D**

**Section:**

**Explanation:**

**QUESTION 6**

Which two success metrics can a company achieve with IS their web channel?

- A. Increase in first time visitor
- B. Increase in conversion rate
- C. Increase in organic search ranking
- D. Increase in revenue

**Correct Answer: B, C**

**Section:**

**Explanation:**

**QUESTION 7**

What is the interaction studio terminology for the collection of products and content as well as related categories and tags - such as brand, gender, style, keyword and author?

- A. Dimensions
- B. Channel
- C. Directory
- D. Catalog

**Correct Answer: A**

**Section:**

**Explanation:**

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**QUESTION 8**

How quickly does interaction studio synthesize and activate data to gauge and respond to an individual's in-the-moment intent, across channels?

- A. 30 Seconds
- B. 30 milliseconds
- C. 1 second
- D. 1 minutes

**Correct Answer: B**

**Section:**

**Explanation:**

**QUESTION 9**

Event API requests are made using what two content types (select 2)?

- A. CSV
- B. XML
- C. Form URL encoded
- D. JSON

**Correct Answer: C, D**

**Section:**

**Explanation:**

**QUESTION 10**

What attribute and value is passed in the event API request for returning server side campaigns? [check]

- A. Source = Server
- B. Server Side messages = 1
- C. Server side are always returned
- D. Server side = true

**Correct Answer: A**

**Section:**

**Explanation:**

**QUESTION 11**

How often does interaction studio poll the sftp for new files for ingestion?

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

**Correct Answer: D**

**Section:**

**Explanation:**

**QUESTION 12**

What are the three primary areas of data stored in IS which represent a company's key business informative?

- A. User behaviour
- B. Employee performance
- C. Shadow catalog information
- D. Statistical tracking of KPI's
- E. Operational information

**Correct Answer: A, C, D**

**Section:**

**Explanation:**

**QUESTION 13**

Which ETL feed is used to bring campaign tracking data from marketing cloud messaging & journeys or pardot?

- A. Product ETL
- B. Transaction ETL
- C. Manual segment ETL
- D. External email campaign events ETL

**Correct Answer: D**

**Section:**

**Explanation:**

**QUESTION 14**

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**

**Section:**

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**Explanation:**

**QUESTION 15**

Which campaign type needs to be configured to setup the interaction studio connector for sales and service clouds?

- A. Server-side campaign
- B. Web campaign
- C. Mobile campaign
- D. Email campaign

**Correct Answer: A**

**Section:**

**Explanation:**

**QUESTION 16**

What are the two main functions of the Event API? (select 2)

- A. Capture user attributes and actions
- B. Process GDPR data or deletion requests
- C. Return campaign responses
- D. Bulk load external campaign data

**Correct Answer: A, C**

**Section:**

**Explanation:**

**QUESTION 17**

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

- A. Identity feed
- B. Catalog Feed
- C. Interaction feed
- D. User Feed

**Correct Answer: D**

**Section:**

**Explanation:**

**QUESTION 18**

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

- A. Binary
- B. CSV
- C. JSON
- D. Text

**Correct Answer: B**

**Section:**

**Explanation:**

**QUESTION 19**

What interaction studio component contains experiences and messages you design to personalize the interaction a visitor has with your channels?

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

**Correct Answer: D**

**Section:**

**Explanation:**

**QUESTION 20**

When does site mapping happen during the implementation process?

- A. At the beginning of the build phase since it is the basis for the rest of the implementation
- B. In the middle after certain components like the catalog have been populated
- C. At the end after everything is defined in the system
- D. It can happen at any point since it is unrelated to the rest of the implementation

**Correct Answer: B**

**Section:**

**Explanation:**

**QUESTION 21**

What would a marketer include in a recipe if they want the visitor affinity score when showing recommendations?

- A. Exclusion
- B. Ingredients
- C. Booster
- D. Variation

**Correct Answer: C**

**Section:**

**Explanation:**

**QUESTION 22**

What would a marketer include if they want to ensure they display recommendations from more than one category?

- A. Variation
- B. Exclusion
- C. Ingredient
- D. Booster

**Correct Answer: A**

**Section:**

**Explanation:**

**QUESTION 23**

Which scenario is a valid interaction studio use case?

- A. Recommendations in email which are personalised at send time
- B. Behavioural targeting with 3rd party audience data
- C. Recommendations in email which are personalized at open time
- D. Machine learning driven insights within a customer database

**Correct Answer: C**

**Section:**

**Explanation:**

**QUESTION 24**

What are the two competitive advantages of interaction studio? [check]

- A. Monitors active time spent and true engagement

- B. Integrated content management system
- C. Managers Consent
- D. True Real-Time Decisioning

**Correct Answer: A, D**

**Section:**

**Explanation:**

**QUESTION 25**

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**

**Section:**

**Explanation:**

**QUESTION 26**

How does interaction studio deliver technical value to marketers? [Check]

- A. By providing a cloud-based unified e-commerce platform with mobile, AI personalisation, order management capabilities, and related services for B2C
- B. By listening to customer signals, understanding customer intent, and acting accordingly
- C. By providing a platform to manage, schedule, create and monitor content
- D. By providing a cloud-based application designed to help salespeople sell smarter and faster

**Correct Answer: B**

**Section:**

**Explanation:**

**QUESTION 27**

Which global templates do you select and customize to provide trending blog recommendations on the homepage?

- A. Einstein content recommendation
- B. Banner with CTA
- C. Infobar with CTA
- D. Einstein product recommendation

**Correct Answer: D**

**Section:**

**Explanation:**

**QUESTION 28**

Which three components of a server side campaign can be defined by a business user?

- A. Campaign rendering
- B. Campaign responses
- C. Promoted content
- D. Experience rules
- E. User attributes

**Correct Answer: C, D, E**

**Section:**

**Explanation:**

**QUESTION 29**

Which user attribute data types are supported in the identity system?

- A. String and integer
- B. Multistring
- C. String
- D. String and Multistring

**Correct Answer: C**

**Section:**

**Explanation:**

**QUESTION 30**

What are the three ways segments are used in Interaction studio?

- A. Set goals and filters
- B. Targeting for campaigns
- C. Creation related lists within salesforce CRM
- D. Analytics, trends and engagement
- E. Recommending products

**Correct Answer: A, B, D**

**Section:**

**Explanation:**

**QUESTION 31**

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

- A. Audience
- B. Salesforce data
- C. API
- D. Date based

**Correct Answer: C**

**Section:**

**Explanation:**

**QUESTION 32**

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

- A. Visitor behaviour report
- B. Referring sources report
- C. Goal completion report
- D. Goal comparison report

**Correct Answer: D**

**Section:**

**Explanation:**

**QUESTION 33**

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

**Correct Answer: A**

**Section:**



**Explanation:**

**QUESTION 34**

When using B2B Detect, which two options are valid account origins?

- A. IP address
- B. Time of day
- C. Customer date of birth
- D. Account Domain

**Correct Answer: A, D**

**Section:**

**Explanation:**

**QUESTION 35**

What are three areas a business user can apply custom catalog dimensions?

- A. Template filtering
- B. Segmentation
- C. Reporting
- D. Recipe exclusions and boosting
- E. Campaign targeting

**Correct Answer: C, D, E**

**Section:**

**Explanation:**

**QUESTION 36**

Which development language is used to code the sitemap?

- A. Python
- B. Javascript
- C. jQuery
- D. Ampscript

**Correct Answer: B**

**Section:**

**Explanation:**

**QUESTION 37**

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: B, C**

**Section:**

**Explanation:**

**QUESTION 38**

What are two ways to populate the interaction studio catalog? [check]

- A. ETL Feed
- B. Third-party integration
- C. Web sdk

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D. Email pixel

**Correct Answer: A, C**

**Section:**

**Explanation:**

**QUESTION 39**

Which data feed integrates purchase data into a profile in interaction studio?

- A. Interaction feed
- B. Conversion feed
- C. Transaction feed
- D. Catalog feed

**Correct Answer: C**

**Section:**

**Explanation:**

**QUESTION 40**

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

- A. CSV
- B. JSON
- C. Binary
- D. TextDocs

**Correct Answer: A**

**Section:**

**Explanation:**

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**QUESTION 41**

What is the purpose of defining content zones in the sitemap?

- A. To define where campaigns can render on a website
- B. To report on web campaign performance
- C. To specify the size of the content that will be used
- D. To ingest catalog information from the page

**Correct Answer: A**

**Section:**

**Explanation:**

**QUESTION 42**

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**

**Section:**

**Explanation:**

**QUESTION 43**

Which ETL Feed is used to bring Campaign tracking data from Marketing Cloud messaging & Journeys or Pardot?

- A. External Email Campaign Events ETL
- B. Transaction ETL
- C. Product ETL
- D. Manual Segment ETL

**Correct Answer: A**

**Section:**

**Explanation:**

**QUESTION 44**

A brand wants to do an ad-hoc export of a segment. What option could they use?

- A. The export segment functionality via CSV format
- B. The export segment functionality to Amazon S3
- C. The export segment functionality via the SOAP API
- D. The export segment functionality via JSON payload

**Correct Answer: A**

**Section:**

**Explanation:**

**QUESTION 45**

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

- A. Set goal and filtersb)
- B. Recommending products
- C. Targeting for campaigns
- D. Creating related lists within Salesforce CRM
- E. Analytics, trends and engagement

**Correct Answer: C, E**

**Section:**

**Explanation:**

**QUESTION 46**

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

- A. Marketing Cloud Personalization synchronizes anonymous and known profiles once a day based on online traffic and data from offlineb)
- B. Marketing cloud personalization uses probabilistic matching to determine if two or more profiles represent the same identity
- C. Marketing cloud personalization constantly monitors identifying information, then uses deterministic matching to determine if two same identity
- D. marketing cloud Personalization uses third party software to match anonymous and known identities

**Correct Answer: B**

**Section:**

**Explanation:**

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