



# MARKETING-CLOUD- PERSONALIZATION<sup>Q&As</sup>

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#### QUESTION 1

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

- A. Similar Items
- B. Trending
- C. Co-Browse
- D. Collaborative Filtering

Correct Answer: D

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#### QUESTION 2

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

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#### QUESTION 3

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

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#### QUESTION 4

If a developer needs to test a website where a beacon from a different dataset has been deployed, which feature of the Evergage Launcher needs to be enabled to simulate?

- A. Developer tools



- B. Force SDK URL
- C. Campaign Debugger
- D. Inject SDK

Correct Answer: B

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#### QUESTION 5

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

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

Correct Answer: A

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