MARKETING-CLOUD-PERSONALIZATION^{Q&As}

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QUESTION 1

What three features are used to support mobile web personalization?

A. SiteMap

B. Web SDK

C. Mobile SDK

D. Mobile Data Campaign

E. Templates

Correct Answer: CDE

QUESTION 2

Where can a developer access pre-built Global Templates?

A. View List Template option in the Launcher

B. From the Templates list when building a campaign

C. From code examples in developer docs

D. Templates menu under the web Campaign menu in the U

Correct Answer: D

QUESTION 3

What two features of Marketing cloud Personalization can be used in an open-time email Campaign?

A. Recipe

B. Attribute

C. Survey

D. Promotion

Correct Answer: AD

QUESTION 4

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

QUESTION 5

What three things does a developer code in web template?

A. Campaign qualification rules

B. HTML and CSS for controlling appearance

C. Client side instructions for rendering

D. Set the control group percentage

E. Defining what can be configured in a campaign

Correct Answer: BC

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