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QUESTION 1

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

- A. Marketing Cloud Personalization synchronizes anonymous and known profiles once a day based on online traffic and data from offline)
- 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

QUESTION 2

How many total global goals and filters can you define for your dataset in IS?

- A. 64 total for both filters and goals
- B. 25 filters and 25 goals
- C. Unlimited
- D. 300 total between filters and goals

Correct Answer: A

QUESTION 3

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



QUESTION 4

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 5

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

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