



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

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#### QUESTION 1

A business user wants to deliver different experiences to different segments within the same campaign, which testing option should they select?

- A. A/B testing
- B. Rule based testing
- C. Time based testing
- D. Variation testing

Correct Answer: B

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#### QUESTION 2

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

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#### QUESTION 3

What are IS machine learning powered algorithms called?

- A. Machine Learning Tools
- B. Einstein Recipe
- C. Einstein Decisions
- D. Data Science Workbends

Correct Answer: B

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#### QUESTION 4

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

- A. Similar Items



- B. Trending
- C. Collaborative Filtering
- D. Co Browser

Correct Answer: C

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#### QUESTION 5

The sitemap provides the functionality that enables IS to identify which three items?

- A. Page types
- B. content zones
- C. attributes
- D. campaign
- E. Templates

Correct Answer: ABC

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