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

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#### QUESTION 1

What qualifies a web visitor to see any experience of a web campaign?

- A. Campaign tracking rules
- B. Einstein Next Best Action
- C. Einstein Recipe Ingredients
- D. Email campaign rules

Correct Answer: C

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#### QUESTION 2

How does a developer share web templates from one dataset to another?

- A. Deployment manager
- B. Copy
- C. Download to zip file, upload zip file
- D. Clone

Correct Answer: C

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#### QUESTION 3

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: AD

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#### QUESTION 4

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

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#### QUESTION 5

How often is the Event Stream report refreshed?

A. Every Day

B. Every 15 Seconds

C. Every 30 Minutes

D. Every hour

Correct Answer: A

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