MARKETING-CLOUD-PERSONALIZATION^{Q&As}

Marketing Cloud Personalization Accredited Professional

Pass Salesforce MARKETING-CLOUD-PERSONALIZATION Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

https://www.pass4itsure.com/marketing-cloud-personalization.html

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by Salesforce
Official Exam Center

MARKETING-CLOUD-PERSONALIZATION VCE Dumps | MARKETING-CLOUD-PERSONALIZATION Practice
Test | MARKETING-CLOUD-PERSONALIZATION Exam Questions

2 / 7

QUESTION 1

What is the unified customer profile?

A. A view of each visitor, customer, and user based on their behaviour on your website, with marketing emails or, with any integrated channel

B. A offline report of every visitor, customer, and user based on their interaction with your website, web application, mobile store, call center, and email received from your company

C. A unified view of all customer activity across, websites, web applications, mobile store, call center

D. A profile view for administrators to see activity across all of the customer touch points

Correct Answer: A

QUESTION 2

What are the components of an interaction studio web campaign? [check]

A. Email capture, homepage, and product requisite

B. Experience, template, and content Zone

C. Configured recipe, visitor profile, and content window

D. Affinity, infobard and attribution window

Correct Answer: B

QUESTION 3

Which two components does a user need to configure in IS to display Einstein product recommendation vis IS connection for sales and service cloud?

A. Einstein recipes

B. Catalog items

C. Promotion

D. Einstein Decision

Correct Answer: D

MARKETING-CLOUD-PERSONALIZATION VCE Dumps | MARKETING-CLOUD-PERSONALIZATION Practice
Test | MARKETING-CLOUD-PERSONALIZATION Exam Questions

3 / 7

QUESTION 4

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

QUESTION 5

What are the three types of ingredients available for a recipe?

A. Catalog-based and Trending

B. Recommendations

C. Co-Occurrence

D. Machine Learning

E. Promotions

Correct Answer: ABC

QUESTION 6

Which user attribute data types are supported in the identity system?

A. String and integer

B. Multistring

C. String D. String and Multistring

Correct Answer: C

QUESTION 7

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

A. Campaign tracking rules

B. Einstein Next Best Action

MARKETING-CLOUD-PERSONALIZATION VCE Dumps | MARKETING-CLOUD-PERSONALIZATION Practice
Test | MARKETING-CLOUD-PERSONALIZATION Exam Questions

4 / 7

C. Einstein Recipe Ingredients

D. Email campaign rules

Correct Answer: C

QUESTION 8

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 9

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

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

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 10

Which ETL Feed is used to bring Campaign tracking data from Marketing Cloud messaging and Journeys or Pardot?

A. External Email Campaign Events ETL

B. Transaction ETL

C. Product ETL

D. Manual Segment ETL

MARKETING-CLOUD-PERSONALIZATION VCE Dumps | MARKETING-CLOUD-PERSONALIZATION Practice Test | MARKETING-CLOUD-PERSONALIZATION Exam Questions

5 / 7

Correct Answer: A

QUESTION 11

What are three features of the WebSDK when deployed on a website?

A. Configure filters and goals

B. Rendering campaign for personalisation

C. Identity and cookie management

D. Sitemapping for data collection

E. Loading data from ETL feeds

Correct Answer: BCD

QUESTION 12

A business user created a segment to track everyone that has looked at the homepage today. How long does it take for
a web visitor to join the ..... After viewing the homepage?

A. Immediate

B. PlaceHolder

Correct Answer: A

QUESTION 13

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 14

MARKETING-CLOUD-PERSONALIZATION VCE Dumps | MARKETING-CLOUD-PERSONALIZATION Practice
Test | MARKETING-CLOUD-PERSONALIZATION Exam Questions

6 / 7

Which three components of a server side campaign can be defined by a business user?

A. Campaign rendering

B. Campaign responses

C. Promoted content

D. Experience rules

E. User attributes

Correct Answer: CDE

QUESTION 15

A brand wants to view campaign performance of specific groups of users. How would they view this within the platform?

A. Use a segment to setup a filter, then use the filter in campaign statistics

B. Use a segment to set a global goal

C. Use a segment to specify certain actions, which can be set as the goal for a campaign

D. Use engagement compare functionality to see the differences in key metrics and behaviours

Correct Answer: A

[MARKETING-CLOUD-PERSONALIZATION VCE Dumps](#)

[MARKETING-CLOUD-PERSONALIZATION Practice Test](#)

[MARKETING-CLOUD-PERSONALIZATION Exam Questions](#)

[MARKETING-CLOUD-PERSONALIZATION VCE Dumps](#) | [MARKETING-CLOUD-PERSONALIZATION Practice Test](#) | [MARKETING-CLOUD-PERSONALIZATION Exam Questions](#)

7 / 7