



MARKETING-CLOUD- PERSONALIZATION^{Q&As}

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QUESTION 1

If a developer needs to test a website where a beacon from a different dataset has been deployed, which feature of the Evergage Launcher needs to be enabled to simulate?

- A. Developer tools
- B. Force SDK URL
- C. Campaign Debugger
- D. Inject SDK

Correct Answer: B

QUESTION 2

Which role would the admin assign a user if they need to view everything in interaction studio and create, update, publish and delete campaigns and recipes?

- A. Viewer
- B. Campaign editor
- C. Editor
- D. Campaign author

Correct Answer: B

QUESTION 3

Which data feed integrates purchase data into a profile in interaction studio?

- A. Interaction feed
- B. Conversion feed
- C. Transaction feed
- D. Catalog feed

Correct Answer: C

QUESTION 4

A business user wants to test the effectiveness of two CTA options, which testing option should the select?

- A. Rule Based Testing



- B. Variation Testing
- C. A/B Testing
- D. Time Based Testing

Correct Answer: C

QUESTION 5

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 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 6

A customer service representative for a bank is on the phone with a prospect and wants to promote the next best offer based on digital behaviour. How would they accomplish this in service cloud?

- A. The agent uses a customized next best offer widget powered by the interaction studio connector
- B. Leverage service cloud to inform IS in real-time
- C. Use machine learning to serve product/ content recommendations in email sent by your ESP
- D. Manually sync data from Interaction studio to service cloud

Correct Answer: A

QUESTION 7

What is the rule criteria that you can use in the segment creation process?

- A. Actions
- B. Social mentions



C. Email click throughs

D. Dimensions

Correct Answer: A

QUESTION 8

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 9

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 10

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



QUESTION 11

How does IS define web template?

- A. A repeatable framework used to create a web campaign
- B. A google Chrome Extension
- C. The events and behavior of what will be captured on the websites
- D. An area on your site that a developer has configured.

Correct Answer: A

QUESTION 12

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 13

What is the purpose of defining content zones in the sitemap?

- A. To define where campaigns can render on a website
- B. To report on web campaign performance
- C. To specify the size of the content that will be used
- D. To ingest catalog information from the page

Correct Answer: A

QUESTION 14

Which campaign type needs to be configured to setup the interaction studio connector for sales and service clouds?

- A. Server-side campaign
- B. Web campaign



C. Mobile campaign

D. Email campaign

Correct Answer: A

QUESTION 15

If you want to compare the completion of two objectives based on a filter, what report would you use?

A. Visitor behaviour report

B. Referring sources report

C. Goal completion report

D. Goal comparison report

Correct Answer: D

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