

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

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**QUESTION 1**

ETL feeds must follow explicit specifications and require which type of file format?

- A. Binary
- B. CSV
- C. JSON
- D. Text

Correct Answer: B

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**QUESTION 2**

What are two ways to populate the interaction studio catalog? [check]

- A. ETL Feed
- B. Third-party integration
- C. Web sdk
- D. Email pixel

Correct Answer: AC

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**QUESTION 3**

How many days after the date of upload will files be deleted from the SFTP?

- A. 180 days
- B. 30 days
- C. 60 days
- D. 90 days

Correct Answer: C

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**QUESTION 4**

What are three areas a business user can apply custom catalog dimensions?

- A. Template filtering
- B. Segmentation

- C. Reporting
- D. Recipe exclusions and boosting
- E. Campaign targeting

Correct Answer: CDE

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#### QUESTION 5

A marketer would like to display the most common products purchased by previous buyers along with the main item on a product page, which ingredient would they need to use in the recipe?

- A. Co-Buy
- B. Similar Items
- C. Trending
- D. Co-Browse

Correct Answer: A

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