

MARKETING-CLOUD- PERSONALIZATION^{Q&As}

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QUESTION 1

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 2

What two features of interaction studio have functionality to perform an A/B testing?

- A. Templates
- B. Campaigns
- C. Segments
- D. Recipes

Correct Answer: BC

QUESTION 3

How are anonymous visitors tracked?

- A. Interaction studio assigns a unique alphanumeric identifier using a first-party cookie
- B. Interaction studio assigns a unique alphanumeric identifier using a 3rd party cookie
- C. The customer must assign a unique alphanumeric identifier using a first-party cookie
- D. The browser assigns a 3rd party cookie

Correct Answer: A

QUESTION 4

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 5

Which entry source event type needs to be configured for a journey to be used in the segment join to journey builder feature?

- A. Audience
- B. Salesforce data
- C. API
- D. Date based

Correct Answer: C

QUESTION 6

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 7

How often does Marketing Cloud Personalization poll the SFTP for new files for ingestion?

- A. Immediately
- B. Every 15 minutes

C. Hourly

D. Daily

Correct Answer: B

QUESTION 8

What are the three primary areas of data stored in IS which represent a company's key business informative?

A. User behaviour

B. Employee performance

C. Shadow catalog information

D. Statistical tracking of KPI's

E. Operational information

Correct Answer: ACD

QUESTION 9

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 10

What interaction studio component contains experiences and messages you design to personalize the interaction a visitor has with your channels?

A. Recipes

B. Templates

C. Audiences

D. Campaigns

Correct Answer: D

QUESTION 11

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 12

A brand wants to do an ad-hoc export of a segment. What option could they use?

- A. The export segment functionality via CSV format
- B. The export segment functionality to Amazon S3
- C. The export segment functionality via the SOAP API
- D. The export segment functionality via JSON payload

Correct Answer: A

QUESTION 13

A brand's website is seeing high traffic but much of the behaviour is anonymous. How does IS unify anonymous identifies?

- A. IS uses probability matching to determine if two or more profiles represent for user identity
- B. IS synchronise anonymous and knows profiles once a day based or online traffic and data offer sources
- C. IS constantly monitors identifying information then user determines matching to determine if two or more profiles identify
- D. IS users third party software to match anonymous and knows identifies

Correct Answer: D

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

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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