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NEW QUESTION: 1

What are two ways to populate the Marketing Cloud Personalization catalog?

- A. Email Pixel
- B. Third-party Integration
- C. ETL Feed
- D. Web SDK

Answer: C,D (LEAVE A REPLY)

Two ways to populate the Marketing Cloud Personalization catalog are:

- * ETL Feed (Answer C):
- * Upload data files to populate the catalog with batch updates.
- * Web SDK (Answer D):
- * Automatically collect catalog data during website interactions.

References:

- * Salesforce Marketing Cloud Documentation - Catalog Management

NEW QUESTION: 2

What three components can a web developer define by pageType?

- A. Item Actions
- B. Campaign
- C. Goals
- D. Content Zones
- E. Capturing Attribute

Answer: (SHOW ANSWER)

In Salesforce Marketing Cloud Interaction Studio (Marketing Cloud Personalization), pageType is a critical concept for defining the structure and behavior of web pages. A web developer can specify several components by using pageType, enabling Interaction Studio to properly capture data, define user interactions, and deliver personalized content.

1. Item Actions

What It Is: Developers define item actions to specify the types of actions that users can take on the page. These actions allow Interaction Studio to track specific user behaviors and interactions with items (e.g., clicking, adding to cart, or viewing details).

Purpose:

To enable the platform to log user activity for analytics and personalization.

To define actionable items on the page for recommendations or offers.

Example:

A developer sets up "Add to Cart" and "View Product" actions for product pages.

Documentation Reference: Item Actions in Interaction Studio.

2. Content Zones

What It Is: Content zones are specific areas on a web page where personalized content can be dynamically displayed. Developers define these zones by pageType to ensure personalized content is delivered in the correct location.

Purpose:

To designate sections of a webpage for personalization.

To enable seamless integration of Interaction Studio's campaigns and recommendations.

Example:

A developer defines a "Hero Banner Zone" or "Sidebar Recommendations Zone" for a pageType associated with a homepage or product page.

Documentation Reference: Defining Content Zones.

3. Capturing Attribute

What It Is: Capturing attributes involves defining data fields or properties that Interaction Studio should capture when a pageType is loaded. These attributes provide context about the user, items, or page to support personalization and analytics.

Purpose:

To enrich Interaction Studio's dataset with key metadata for better targeting and reporting.

To capture information like product IDs, categories, or user actions on specific page types.

Example:

A developer captures attributes such as "Product Name," "Category," or "Price" on a product page.

Documentation Reference: Capturing Attributes in Interaction Studio.

Why Other Options Are Not Correct

B). Campaign:

Campaigns are created and managed separately in Interaction Studio. They are not a component of pageType.

Reference: Campaign Setup in Interaction Studio.

C). Goals:

Goals refer to specific outcomes or KPIs defined within Interaction Studio campaigns, not something defined by pageType.

Reference: Defining Goals in Interaction Studio.

Documentation Reference

PageType Configuration in Interaction Studio.

NEW QUESTION: 3

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

Answer: C (LEAVE A REPLY)

The Editor role in Interaction Studio provides permissions to view, create, update, publish, and delete campaigns and recipes.

This role is ideal for users who require comprehensive access to manage campaigns and AI-powered personalization.

In Salesforce Marketing Cloud Personalization (Interaction Studio), the Editor role provides the necessary permissions to:

View all data and activities within Interaction Studio.

Create, update, publish, and delete campaigns.

Manage and edit recipes and other configuration elements.

This role is ideal for users who need comprehensive access for both viewing and managing campaigns and recipes.

Reference: Salesforce Interaction Studio Roles and Permissions Documentation.

NEW QUESTION: 4

Which three components of a server side campaign must be coded by a developer?

A. Campaign Setup

B. Parsing the JSON Response

C. Tracking of campaign statistics

D. Content Selection

E. EVENT API Request

Answer: (SHOW ANSWER)

* Parsing the JSON Response: Developers need to process the JSON response from the server to render the appropriate campaign content.

* Content Selection: Logic for dynamically selecting and displaying content based on campaign rules must be implemented.

* EVENT API Request: Developers use the Event API to send data to Interaction Studio for real-time personalization.

NEW QUESTION: 5

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

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 6

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

Answer: A ([LEAVE A REPLY](#))

To enable the segment join to Journey Builder feature in Interaction Studio:

- * The Audience entry source event type must be configured.
- * This allows segments created in Interaction Studio to be synchronized with Journey Builder, triggering journeys based on segment membership.

References:

- * Salesforce Interaction Studio Documentation - Journey Integration

NEW QUESTION: 7

Which campaign type needs to be configured to set up the Marketing Cloud Personalization Connector for Sales and Service Clouds?

- A. Email Campaign
- B. Mobile Campaign
- C. Web Campaign
- D. Server-Side Campaign

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 8

What are base item types that an administrator can use in a Catalog?

- A. Product, Category, Article
- B. Name, Dimensions, Attributes
- C. Product, Article, Blog Post

D. Product, Name, Description

Answer: A (LEAVE A REPLY)

The base item types in a Catalog include Product, Category, and Article, which form the foundation for creating personalized recommendations and content delivery.

In Marketing Cloud Personalization, administrators can utilize the following base item types when constructing a catalog:

- * **Product:** This represents the core item type for most catalogs, encompassing individual products or services offered by a business. Each product typically includes attributes like name, description, price, image, and other relevant details.

- * **Category:** Categories provide a hierarchical structure for organizing products within a catalog. This allows for easier navigation, filtering, and browsing for both users and marketers. Categories can be nested to create multiple levels of organization.

- * **Article:** Articles represent informational content related to products or services. This can include blog posts, news articles, product reviews, or any other content that provides valuable context or insights to users.

NEW QUESTION: 9

When does site mapping happen during the implementation process?

A. At the end after everything is defined in the system

B. It can happen at any point since it is unrelated to the rest of the implementation

C. In the middle after certain components like the catalog have been populated

D. At the beginning of the build phase since it is the basis for the rest of the implementation

Answer: C (LEAVE A REPLY)

NEW QUESTION: 10

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

Answer: A,B,C (LEAVE A REPLY)

Within the context of Salesforce Marketing Cloud's Interaction Studio (formerly Evergage), "recipes" are pre-built configurations for personalized recommendations. These recipes utilize different types of "ingredients" to determine which items to recommend. Let's break down the correct options:

A: Catalog-based and Trending

- * **Verified:** This is a type of ingredient used in Interaction Studio recipes.

- * **Explanation:**

- * **Catalog-based:** This ingredient leverages data from your product or content catalog. It can recommend items based on various catalog attributes like:

- * **Category:**Recommending items from the same or related categories as items the user has viewed or interacted with.
- * **Attributes:**Recommending items that share specific attributes (e.g., color, brand, size) with items the user has shown interest in.
- * **Keywords:**Recommending items whose descriptions or metadata match keywords derived from user behavior.
- * **Trending:**This ingredient considers the overall popularity or trending status of items within your catalog, often within a specific timeframe (e.g., "Trending in the last 7 days").
- * **Salesforce Marketing Cloud References:**
- * **Interaction Studio Recipes:**The Interaction Studio documentation describes the various recipe types and the ingredients they use.

B: Recommendations

- * **Verified:**This is a broad category encompassing ingredients that generate recommendations based on various algorithms.
- * **Explanation:**
- * **Recommendation Algorithms:**Interaction Studio employs different algorithms to generate recommendations, including:
 - * **Collaborative Filtering:**Recommending items that similar users have liked or interacted with.
 - * **Content-Based Filtering:**Recommending items that are similar in content or attributes to items the user has shown interest in.
 - * **User Affinity:**Recommending items based on the user's overall affinity for particular categories, brands, or attributes, calculated from their historical interactions.
- * **Note:**"Recommendations" is a more general term. Specific recommendation ingredients might have names like "User-to-Item Affinity," "Item-to-Item Similarity," or use algorithm names directly.

C: Co-Occurrence

- * **Verified:**This is a specific type of recommendation ingredient that focuses on items frequently viewed or purchased together.
- * **Explanation:**
- * **Co-occurrence Logic:**This ingredient identifies items that are often viewed or purchased in the same session or within a short timeframe. It suggests that if a user is interested in item A, they are also likely to be interested in item B because other users have frequently interacted with both items together.
- * **Examples:**
 - * "Customers who bought this item also bought..."
 - * "Frequently viewed together"

NEW QUESTION: 11

What are the three ways segments are used in Interaction studio?

A. Set goals and filters

- B. Targeting for campaigns
- C. Recommending products
- D. Creation related lists within salesforce CRM
- E. Analytics, trends and engagement

Answer: A,B,E ([LEAVE A REPLY](#))

NEW QUESTION: 12

What are the components of an interaction studio web campaign?

- 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

Answer: B ([LEAVE A REPLY](#))

The components of a web campaign in Interaction Studio are:

Experience:

Defines the overall structure of the web campaign, including triggers and personalization rules.

Template:

Templates control the layout and look of the personalized content in the campaign.

Content Zone:

These are placeholders or regions within the webpage where dynamic content is displayed.

Together, these elements provide a framework to deliver targeted and personalized web experiences.

References:

Salesforce Interaction Studio Documentation - Web Campaigns

NEW QUESTION: 13

What are the three types of mobile campaigns a business user can create in IS?

- A. JSON Data A
- B. In-App Notification
- C. Browser Notification
- D. SMS Text Message
- E. Push Message

Answer: B,D,E ([LEAVE A REPLY](#))

Salesforce Marketing Cloud (SFMC) provides powerful mobile marketing capabilities through Mobile Studio and Interaction Studio (IS). Businesses can engage customers using three types of mobile campaigns:

* Definition: SMS (Short Message Service) is used to send text messages directly to a user's mobile device.

* Use Case: Best for time-sensitive promotions, alerts, and transactional messages.

- * Steps to Create in SFMC:
- * Navigate to Mobile Studio>MobileConnect.
- * Set up the SMS configuration by selecting the Sender Profile.
- * Create an SMS Message Template under MobileConnect.
- * Configure the audience using relevant segmentation criteria.
- * Test and send the SMS campaign.
- * References: Salesforce Marketing Cloud Documentation - MobileConnect Setup and SMS Campaigns.

1. SMS Text Message

- * Definition: Push notifications are sent to users via a mobile app to encourage engagement and drive specific actions.
- * Use Case: Ideal for re-engagement and sending tailored updates.
- * Steps to Create in SFMC:
- * Navigate to Mobile Studio>Push.
- * Configure App SDK Integration to enable push notifications.
- * Define your Push Message content, including title and message.
- * Specify segmentation using Audience Builder or Journey Builder.
- * Schedule and send the Push campaign.
- * References: Salesforce Marketing Cloud Documentation - Push Notification Guide.

2. Push Message

- * Definition: In-app notifications are messages displayed within the app while users are actively using it.
- * Use Case: Perfect for guiding user actions within the app, such as onboarding, product announcements, or updates.
- * Steps to Create in SFMC:
- * Navigate to Interaction Studio>In-App Messages.
- * Select a trigger point for displaying the notification (e.g., on login or action completion).
- * Design the content and layout of the in-app message.
- * Use Journey Builder to configure the message's audience and timing.
- * Deploy and monitor engagement metrics.
- * References: Salesforce Interaction Studio Documentation - In-App Notification Configuration.

3. In-App Notification

Summary: These three types of campaigns (SMS Text Message, Push Message, and In-App Notification) empower businesses to create omnichannel mobile engagement strategies. Salesforce Marketing Cloud and Interaction Studio provide a flexible framework to set up, customize, and analyze these campaigns effectively.

Official Documentation References:

- * Salesforce Marketing Cloud Mobile Studio Guide.
- * Interaction Studio In-App Notification Setup: Salesforce Help.

NEW QUESTION: 14

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

- A. Einstein recipes
- B. Catalog items
- C. Promotion
- D. Einstein Decision

Answer: A,B (LEAVE A REPLY)

To display Einstein Product Recommendations via the Interaction Studio connection for Sales and Service Cloud:

* Einstein Recipes (Answer A):

* Configure recipes to determine the logic for recommendations.

* Catalog Items (Answer B):

* Define and synchronize catalog items (e.g., products or content) to ensure recommendations are accurate and aligned with available inventory.

References:

* Salesforce Einstein Documentation - Product Recommendations

* Interaction Studio Documentation - Einstein Integration

NEW QUESTION: 15

When configuring a new Identity Attribute which setting would you use if the attribute is unique to an individual across the entire dataset?

- A. Identity Namespace
- B. Identity String
- C. Not Unique
- D. Unique

Answer: D (LEAVE A REPLY)

When configuring a new Identity Attribute, the Unique setting is used if the attribute uniquely identifies an individual across the entire dataset, ensuring accurate identification and segmentation.

Reference: Salesforce Interaction Studio Identity Management Guide.

NEW QUESTION: 16

How does interaction studio deliver technical value to marketers? [Check]

- A. By providing a cloud-based unified e-commerce platform with mobile, AI personalisation, order management capabilities, and related services for B2C
- B. By listening to customer signals, understanding customer intent, and acting accordingly
- C. By providing a cloud-based application designed to help salespeople sell smarter and faster
- D. By providing a platform to manage, schedule, create and monitor content

Answer: B (LEAVE A REPLY)

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NEW QUESTION: 17

What are the components of an Marketing Cloud Personalization web campaign?

- A. Email capture, homepage, and product requisite
- B. Configured recipe, visitor profile, and content window
- C. Affinity, infobar, and attribution window
- D. Experience, template, and content zone

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 18

Which two components does a user need to configure in Marketing Cloud Personalization to display Einstein product recommendations via the Marketing Cloud Personalization Connector for Sales and Service Cloud?

- A. Catalog Items
- B. Promotions
- C. Einstein Recipes
- D. Einstein Decisions

Answer: ([SHOW ANSWER](#)**)**

To display Einstein product recommendations via the Marketing Cloud Personalization Connector for Sales and Service Cloud, configure:

- * Catalog Items (Answer A):
- * Populate and maintain a catalog of products or content to enable recommendations.
- * Einstein Recipes (Answer C):
- * Set up personalized recommendation logic using recipes to determine which products are suggested.

References:

- * Salesforce Marketing Cloud Documentation - Einstein Recommendations Integration

NEW QUESTION: 19

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

- A.** Marketing cloud personalization constantly monitors identifying information, then uses deterministic matching to determine if two same identity
- B.** marketing cloud Personalization uses third party software to match anonymous and known identities
- C.** Marketing cloud personalization uses probabilistic matching to determine if two or more profiles represent the same identity
- D.** Marketing Cloud Personalization synchronizes anonymous and known profiles once a day based on online traffic and data from offlineb)

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 20

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

Answer: ([SHOW ANSWER](#)**)**

Site mapping is conducted at the start of the build phase because:

- * It establishes the foundation for the rest of the implementation.
- * It identifies critical elements such as page types, content zones, and data capture points, which influence all subsequent configurations.

References:

- * Salesforce Interaction Studio Documentation - Site Mapping Guidelines

NEW QUESTION: 21

In which two locations in the pageType definition can a developer pass in attributes?

- A.** Listeners
- B.** onActionEvent
- C.** cashdom
- D.** Ismatch

Answer: A,B ([LEAVE A REPLY](#))

NEW QUESTION: 22

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.** Catalog items
- B.** Einstein recipes
- C.** Promotion

D. Einstein Decision

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 23

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 uses third party software to match anonymous and known identities

B. Marketing cloud personalization constantly monitors identifying information, then uses deterministic matching to determine if two same identity

C. 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

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 24

When should you define goals and filters?

A. Before launching a campaign that you want to measure against a goal or filter

B. When you are reviewing campaign statistics for a published campaign

C. Over time, when you have something new you want to measure

D. After launching a campaign that you want to measure against a goal or filter

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 25

A brand wants to do an ad-hoc export of a new user-defined attributes, what option would they choose?

A. The option to include built-in fields on a segment export

B. The option to exclude anonymous fields on a segment export

C. The option to include all custom fields on a segment export

D. The option to send segment data to Marketing Cloud

Answer: ([SHOW ANSWER](#))

When exporting user-defined attributes, selecting the option to include all custom fields ensures that all newly created custom attributes are part of the export.

This functionality is especially useful for ad-hoc data exports to analyze or integrate additional user data.

Reference: Salesforce Interaction Studio Segment Export Guide.

NEW QUESTION: 26

What would a marketer include if they want to ensure they display recommendations from more than one category?

A. Variation

- B. Exclusion
- C. Ingredient
- D. Booster

Answer: A (LEAVE A REPLY)

To ensure recommendations are displayed from more than one category in a recipe: Include a Variation, which allows diversification of recommendations across categories to avoid redundancy and improve user experience.

References:

Salesforce Interaction Studio Documentation - Recipe Variations

NEW QUESTION: 27

During discovery, a solution architect works with a customer to define which three things before a developer implements the sitemap?

- A. Datasets
- B. Site Architecture
- C. ETL Feeds
- D. Attribute Model
- E. Site Catalog

Answer: B,D,E (LEAVE A REPLY)

Before implementing the Sitemap, a solution architect and customer should define:

- * Site Architecture (Answer B):
 - * Understand the structure of the website, including page types and navigation.
- * Attribute Model (Answer D):
 - * Define how data attributes (e.g., user behaviors, preferences) will be used for personalization.
- * Site Catalog (Answer E):
 - * Ensure the catalog of products, content, or services is structured and accessible for personalization logic.

References:

- * Salesforce Interaction Studio Documentation - Sitemap Planning

NEW QUESTION: 28

In which two locations in the page Type definition can a developer pass in attributes?

- A. is Match
- B. onActionEvent
- C. cashDom
- D. listeners

Answer: A,B (LEAVE A REPLY)

In Salesforce Marketing Cloud Personalization (formerly Interaction Studio), you can define page types within the Web SDK configuration (evergage.init(...)). A page type helps the

system determine how to classify a given page and what data to capture. Developers often add custom attributes within these page type definitions to enrich the captured context. Below are the two primary methods (from the listed options) where a developer can pass in or define attributes:

1. isMatch (Option A)

* What It Is

* isMatch is a function used to determine if a particular page type definition applies to the current page (based on URL, DOM elements, or other logic). It returns a boolean (true or false) to indicate whether the page matches this definition.

* Passing Attributes

* Inside the isMatch function, developers can add or modify attributes to enrich the context object. For example:

```
isMatch: function(context) {  
  // Check if page matches (e.g., URL pattern)  
  if (window.location.pathname.includes("/product/")) {  
    // Add custom attributes  
    context.addAttributes({  
      productCategory: "Shoes",  
      productType: "Sneakers"  
    });  
    return true;  
  }  
  return false;  
}
```

* This ensures that whenever this page type's isMatch condition is true, certain attributes are set on the context.

* Salesforce Reference

* [Salesforce Help: Web SDK Configuration Guide](#) Explains how to set up page types, including using isMatch to define when a page type applies and how to add custom attributes.

2. onActionEvent (Option B)

* What It Is

* onActionEvent is a function within a page type definition that fires whenever an action event (e.g., click event, impression event) is triggered. You can use this to capture more specific or dynamic data each time an action is recorded.

* Passing Attributes

* Within onActionEvent, you can also manipulate the event or context to set additional attributes. For example:

```
onActionEvent: function(context, event) {  
  // For instance, if the user clicks a particular element:  
  if (event.action.name === "click") {
```

```
// Add or override attributes for this event
event.attributes = {
event.attributes,
clickedElementID: event.target.id
};
}
}
```

* This approach is particularly useful for capturing data specific to user interactions (clicks, hovers, form submissions, etc.).

* Salesforce Reference

* Salesforce Help: Handling Action Events in the Web SDK Describes how `onActionEvent` can be used to modify event data, including adding custom attributes.

NEW QUESTION: 29

Which two success metrics can a company achieve with Marketing Cloud Personalization on their web channel?

- A. Increase in organic search ranking
- B. Increase in conversion rate
- C. Increase in revenue
- D. Increase in first time visitors

Answer: [\(SHOW ANSWER\)](#)

Increase in Conversion Rate: Marketing Cloud Personalization enables targeted and dynamic recommendations, driving higher conversion rates.

Increase in Revenue: By improving engagement and personalization, it directly impacts overall revenue.

Salesforce Marketing Cloud Personalization Success Metrics Guide.

NEW QUESTION: 30

In the user interface, what is the visual representation of the data about a single visitor including preferences and affinities?

- A. Single view of customer
- B. Unified customer profile
- C. Unified view of customer
- D. Single Source of Truth

Answer: B [\(LEAVE A REPLY\)](#)

The Unified Customer Profile visually represents data about a single visitor, including preferences, affinities, and behaviors. It provides a comprehensive view of the customer's interactions across channels.

Reference: Salesforce Interaction Studio User Profile Documentation.

NEW QUESTION: 31

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

- A. Actions
- B. Dimensions
- C. Email Click Throughs
- D. Social Mentions

Answer: A (LEAVE A REPLY)

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NEW QUESTION: 32

What controls how content and product recommendations display in an open time email campaign?

- A. Campaign Template
- B. Promotion Eligibility
- C. Catalog Setup
- D. Item Template

Answer: D (LEAVE A REPLY)

In Marketing Cloud Personalization 's open-time email campaigns, the Item Template is the crucial component that dictates how content and product recommendations are displayed within the email. This template acts as a blueprint, defining the layout, styling, and overall presentation of the personalized elements.

Here ' s how Item Templates work:

Defining the structure: Item Templates use HTML and CSS to define the visual structure of the email content.

This includes elements like image sizes, text formatting, spacing, and the overall arrangement of recommended items.

Personalization placeholders: The template includes placeholders that are dynamically populated with personalized content when the email is opened. This ensures that each recipient sees recommendations tailored to their individual preferences.

Customization: Marketers can create multiple Item Templates to cater to different email campaigns or design aesthetics. This allows for flexibility in how recommendations are presented, ensuring consistency with brand guidelines and campaign objectives.

NEW QUESTION: 33

Which two success metrics can a company achieve with IS their web channel?

- A. Increase in first time visitor
- B. Increase in conversion rate
- C. Increase in organic search ranking
- D. Increase in revenue

Answer: B,D ([LEAVE A REPLY](#))

* Interaction Studio (IS) helps businesses achieve significant success metrics through web channel personalization:

* Increase in Conversion Rate: By delivering tailored experiences and recommendations, IS drives more users to take desired actions (e.g., purchases, sign-ups).

* Increase in Revenue: Enhanced user engagement and conversions contribute directly to revenue growth.

NEW QUESTION: 34

Which three components of a recipe are optional when configuring a new algorithm?

- A. Exclusions
- B. Boosters
- C. Variation
- D. Ingredients
- E. Decisions

Answer: A,B,C ([LEAVE A REPLY](#))

NEW QUESTION: 35

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. Catalog
- B. Directory
- C. Channel
- D. Dimensions

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 36

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

Answer: C ([LEAVE A REPLY](#))

To test the effectiveness of two CTA options:

- * Use A/B Testing to compare the performance of the options across a defined audience.
- * Metrics such as click-through rates (CTR) and conversions are used to determine the winner.

References:

- * Salesforce Interaction Studio Documentation - A/B Testing

NEW QUESTION: 37

What three features are used to support mobile web personalization?

- A. SiteMap
- B. Mobile Data Campaign
- C. Templates
- D. Mobile SDK
- E. Web SDK

Answer: B,C,D ([LEAVE A REPLY](#))

NEW QUESTION: 38

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 set a global goal
- B. Use engagement compare functionality to see the differences in key metrics and behaviours
- C. Use a segment to specify certain actions, which can be set as the goal for a campaign
- D. Use a segment to setup a filter, then use the filter in campaign statistics

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 39

Which global templates do you select and customize to provide trending blog recommendations on the homepage?

- A. Einstein content recommendation
- B. Banner with CTA
- C. Infobar with CTA
- D. Einstein product recommendation

Answer: A ([LEAVE A REPLY](#))

Einstein Content Recommendation is a global template in Interaction Studio that can be customized to provide dynamic and trending blog recommendations on the homepage.

Reference: Salesforce Interaction Studio Einstein Recommendations Guide.

NEW QUESTION: 40

What would a marketer include in a Recipe if they want the visitor's affinity score to be taken into account when showing recommendations?

- A. Exclusion
- B. Ingredient
- C. Variation
- D. Booster

Answer: D ([LEAVE A REPLY](#))

To include the visitor's affinity score in a Recipe, a marketer would:

- * Use a Booster to prioritize recommendations that align with the visitor's affinities or preferences.
- * Boosters allow fine-tuning of recommendations to make them more relevant.

References:

- * Salesforce Interaction Studio Documentation - Recipe Configuration

NEW QUESTION: 41

What are three ways segments are used in marketing cloud personalization?

- A. Set goal and filters
- B. Recommending products
- C. Targeting for campaigns
- D. Creating related lists within Salesforce CRM
- E. Analytics, trends and engagement

Answer: ([SHOW ANSWER](#))

Recommending Products: Segments enable personalized recommendations based on user behavior and preferences.

Targeting for Campaigns: Segments define audiences for specific campaigns, ensuring relevance and higher engagement.

Analytics, Trends, and Engagement: Segments provide insights into user behavior, enabling trend analysis and engagement tracking.

Salesforce Interaction Studio Segmentation Use Cases Guide.

In Salesforce Marketing Cloud Personalization (formerly Interaction Studio), segments are used to group individuals (customers or prospects) who meet specific criteria. Once those segments are created, they can be leveraged throughout the platform for various purposes, including:

1. Recommending Products (Option B)

How It Works

Segments inform recipes (or recommendation algorithms) which users or cohorts should receive certain product recommendations. For instance, you may use a segment of "High-Value Shoppers" to serve premium product recommendations or curated product bundles.

Salesforce Reference

Salesforce Help: Personalization Recipe Builder Explains how user segments (e.g., VIP shoppers, first-time visitors) can be used to tailor recommendations.

2. Targeting for Campaigns (Option C)

How It Works

Campaigns in Personalization are often configured to display specific messages or experiences to users in designated segments (e.g., "Cart Abandoners," "Frequent Visitors," or "New Customers").

By using segments for campaign targeting, marketers can deliver highly relevant content, offers, or messages to each group.

Salesforce Reference

Salesforce Help: Personalization Campaigns Overview Describes how segments are a key part of campaign setup to ensure the right audience sees the right message.

3. Analytics, Trends, and Engagement (Option E)

How It Works

Segments play a crucial role in reporting and analytics by breaking down user engagement, trends, and conversion metrics. For example, you can compare how different segments interact with your site or app, track revenue contributions, or measure campaign success by segment.

Salesforce Reference

Salesforce Help: Personalization Analytics and Reporting Demonstrates how segments can be used to view performance metrics (e.g., revenue, click-through rates, conversion rates) for specific user cohorts.

Why Not the Other Options?

A). Set goal and filters

While "goals" (e.g., for A/B Testing or Key Performance Indicators) may use filters, this is generally done in the recipe or campaign configuration rather than specifically referencing segments in the UI. It's not a top-level documented use case alongside the above "core three" uses.

D). Creating related lists within Salesforce CRM

Personalization can pass certain engagement data back to Salesforce CRM (Sales or Service Cloud), but creating "related lists" directly within the CRM from these segments is not a primary, out-of-the-box capability for "segment usage." Salesforce CRM lists are usually managed by standard CRM features rather than the segmentation engine in Personalization.

Summary

In Salesforce Marketing Cloud Personalization, segments are primarily used for:

Recommending Products (B)

Targeting for Campaigns (C)

Analytics, Trends, and Engagement (E)

These three use cases enable you to tailor individualized experiences, leverage those same audiences for tailored campaigns, and glean actionable insights through rich analytics and reporting.

NEW QUESTION: 42

How does interaction studio deliver technical value to marketers? [Check]

- A.** By providing a cloud-based unified e-commerce platform with mobile, AI personalisation, order management capabilities, and related services for B2C
- B.** By listening to customer signals, understanding customer intent, and acting accordingly
- C.** By providing a platform to manage, schedule, create and monitor content
- D.** By providing a cloud-based application designed to help salespeople sell smarter and faster

Answer: B ([LEAVE A REPLY](#))

Interaction Studio delivers technical value by enabling marketers to:

- * Listen to customer interactions across channels.
- * Understand intent using AI and machine learning.
- * Act in real time to deliver personalized experiences.

Reference: Salesforce Interaction Studio Technical Benefits Guide.

NEW QUESTION: 43

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

Answer: (SHOW ANSWER)

Salesforce Marketing Cloud's SFTP (Simple File Transfer Protocol) is designed to securely transfer files between your system and Marketing Cloud. To optimize storage and security, files are retained for a specific period.

According to Salesforce documentation, files uploaded via SFTP are typically deleted after 30 days. This retention period is a standard setting and may vary based on specific configurations or agreements with Salesforce.

To confirm the exact retention period for your organization, it's recommended to:

- * Consult with your Salesforce Administrator: They can provide specific details about your organization's SFTP configuration and retention policies.
- * Review Salesforce Documentation: Refer to the official Salesforce Marketing Cloud documentation for the most up-to-date information on file retention policies and best practices.

By understanding the file retention policy, you can effectively manage your file transfers and ensure that your data is securely stored and accessed within the specified timeframe.

NEW QUESTION: 44

How many total global goals and filters can you define for your dataset in IS?

- A.** Unlimited
- B.** 64 total for both filters and goals
- C.** 300 total between filters and goals
- D.** 25 filters and 25 goals

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 45

Where can a developer access pre-built Global Templates?

- A.** View List Template option in the Launcher
- B.** From the Templates list when building a campaign
- C.** From code examples in developer docs
- D.** Templates menu under the web Campaign menu in the UI

Answer: A ([LEAVE A REPLY](#))

Developers can access pre-built Global Templates through the Salesforce Interactions SDK Launcher Chrome extension. This extension provides a convenient interface for managing various aspects of Marketing Cloud Personalization development, including accessing and cloning Global Templates.

Here ' s how to access them:

Open the Salesforce Interactions SDK Launcher Chrome extension.

Click the " View List " section of the template button. This will open a tab displaying available templates.

Click the " Global Templates " tab. This tab contains a list of all available Global Templates.

To clone a template, click the " Clone Global Template " button associated with the desired template.

Why not the other options:

B). From the Templates list when building a campaign: While you can select templates when building a campaign, this list typically includes custom templates and may not showcase all available Global Templates.

C). From code examples in developer docs: Developer documentation may provide code snippets or examples, but it doesn ' t offer a direct way to access and clone the complete Global Templates.

D). Templates menu under the web Campaign menu in the UI: This menu usually focuses on managing custom templates created within your account, not the pre-built Global Templates.

Salesforce Marketing Cloud References:

Get Started with Global Web Templates: This documentation provides a comprehensive overview of Global Templates, their purpose, and how to access them through the Salesforce Interactions SDK Launcher. [Link to document](#)

Salesforce Interactions SDK

Launcher: This page provides information about the Chrome extension and its

functionalities, including accessing Global Templates. [Link to document](#) [invalid URL

removed] By accessing and cloning Global Templates, developers can leverage pre-built structures and functionalities, saving time and effort in creating personalized web experiences.

NEW QUESTION: 46

What are Marketing Cloud Personalization's machine learning powered algorithms called?

- A. Einstein Decisions
- B. Einstein Recipes
- C. Data Science Workbench
- D. Machine Learning Tools

Answer: ([SHOW ANSWER](#))

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NEW QUESTION: 47

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

- A. External Email Campaign Events ETL
- B. Transaction ETL
- C. Product ETL
- D. Manual Segment ETL

Answer: ([SHOW ANSWER](#))

The External Email Campaign Events ETL is used to bring campaign tracking data from Marketing Cloud Messaging & Journeys or Pardot into Interaction Studio. This integration allows tracking and optimization of email engagement.

Reference: Salesforce Marketing Cloud and Pardot ETL Integration Guide.

NEW QUESTION: 48

What are the two main functions of the Event API? (select 2)

- A. Capture user attributes and actions
- B. Process GDPR data or deletion requests
- C. Return campaign responses
- D. Bulk load external campaign data

Answer: A,C ([LEAVE A REPLY](#))

The Event API in Salesforce Interaction Studio serves two main purposes:

* Capture User Attributes and Actions (A):

- * It records user behavior, actions, and attributes in real time. This data is crucial for building user profiles, creating segments, and driving personalization.
- * Return Campaign Responses (C):
- * The Event API can retrieve and deliver responses for campaigns, such as personalized content or recommendations, to be displayed on a web page or application.

NEW QUESTION: 49

What is the best practice naming convention for attributes?

- A. UpperCamelCase
- B. Upper_snake_case
- C. lowerCamelCase
- D. Lower_snake_case

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 50

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

Answer: A ([LEAVE A REPLY](#))

Interaction Studio provides an export segment functionality via CSV format for ad-hoc segment exports.

This method is straightforward and widely compatible for analysis or further processing.

Reference: Salesforce Interaction Studio Segment Export Documentation.

NEW QUESTION: 51

Which global template do you select and customize to provide product recommendations on the homepage?

- A. InfoBar with CTA
- B. Einstein Product Recommendations
- C. Einstein Content Recommendations
- D. Banner with CTA

Answer: B ([LEAVE A REPLY](#))

The Einstein Product Recommendations global template is selected and customized to provide product recommendations on the homepage.

- * It is pre-configured to display dynamic product suggestions based on user behavior and preferences.

References:

- * Salesforce Marketing Cloud Documentation - Product Recommendation Templates

NEW QUESTION: 52

What are Marketing Cloud Personalization's machine learning powered algorithms called?

- A. Data Science Workbench
- B. Machine Learning Tools
- C. Einstein Decisions
- D. Einstein Recipes

Answer: D ([LEAVE A REPLY](#))

Marketing Cloud Personalization's machine learning-powered algorithms are referred to as Einstein Recipes.

* They enable personalized recommendations and decisions by combining machine learning models with business logic.

* Marketers can customize these recipes to optimize recommendations based on specific use cases.

References:

* Salesforce Interaction Studio Documentation - Einstein Recipes

NEW QUESTION: 53

What attribute and value is passed in the event API request for returning server side campaigns? [check]

- A. Server Side messages = 1
- B. Server side are always returned
- C. Source = Server
- D. Server side = true

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 54

What controls how content and product recommendations display in an open time email campaign?

- A. Campaign Template
- B. Promotion Eligibility
- C. Catalog Setup
- D. Item Template

Answer: D ([LEAVE A REPLY](#))

In Marketing Cloud Personalization's open-time email campaigns, the Item Template is the crucial component that dictates how content and product recommendations are displayed within the email. This template acts as a blueprint, defining the layout, styling, and overall presentation of the personalized elements.

Here's how Item Templates work:

* Defining the structure: Item Templates use HTML and CSS to define the visual structure of the email content. This includes elements like image sizes, text formatting, spacing, and the overall arrangement of recommended items.

- * Personalization placeholders: The template includes placeholders that are dynamically populated with personalized content when the email is opened. This ensures that each recipient sees recommendations tailored to their individual preferences.
- * Customization: Marketers can create multiple Item Templates to cater to different email campaigns or design aesthetics. This allows for flexibility in how recommendations are presented, ensuring consistency with brand guidelines and campaign objectives.

NEW QUESTION: 55

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

Answer: (SHOW ANSWER)

The components of a web campaign in Interaction Studio are:

- * Experience:
 - * Defines the overall structure of the web campaign, including triggers and personalization rules.
- * Template:
 - * Templates control the layout and look of the personalized content in the campaign.
- * Content Zone:
 - * These are placeholders or regions within the webpage where dynamic content is displayed.

Together, these elements provide a framework to deliver targeted and personalized web experiences.

References:

- * Salesforce Interaction Studio Documentation - Web Campaigns

NEW QUESTION: 56

Which two success metrics can a company achieve with Marketing Cloud Personalization on their web channel?

- A. Increase in organic search ranking
- B. Increase in conversion rate
- C. Increase in revenue
- D. Increase in first time visitors

Answer: B,C (LEAVE A REPLY)

- * Increase in Conversion Rate: Marketing Cloud Personalization enables targeted and dynamic recommendations, driving higher conversion rates.
- * Increase in Revenue: By improving engagement and personalization, it directly impacts overall revenue.

NEW QUESTION: 57

What ingredient could a marketer use as a backup in the event that the recipe serves too few or no items?

- A. Co-Buy
- B. Co-Browse
- C. Trending
- D. SmartBundle

Answer: (SHOW ANSWER)

* TheTrendingingredient is often used as a backup in recipes to ensure that popular products or content are displayed when no personalized recommendations are available.

NEW QUESTION: 58

What is the salesforce point of view for end to end flow of data for real-time personalization within interaction studio? [Check]

- A. Data-in, understand, engage, data-out, analyse
- B. Know, understand, personalise, engage, analyse
- C. Identify, understand, decide, act, analyse
- D. Profile, insight, understand, act, analyse

Answer: (SHOW ANSWER)

The Salesforce point of view for real-time personalization within Interaction Studio focuses on:

- * Identify:
 - * Capturing user data and behavior from various touchpoints.
- * Understand:
 - * Analyzing collected data to derive insights about preferences, interests, and intent.
- * Decide:
 - * Using machine learning and AI to determine the most relevant personalization actions.
- * Act:
 - * Delivering personalized content or experiences in real-time.
- * Analyse:
 - * Monitoring and evaluating campaign performance to optimize outcomes.

References:

- * Salesforce Interaction Studio Documentation - Real-Time Personalization Flow

NEW QUESTION: 59

How quickly does Marketing Cloud Personalization synthesize and activate data to gauge and respond to an individual's in-the-moment intent, across channels?

- A. 30 milliseconds
- B. 1 second
- C. 1 minute
- D. 30 seconds

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 60

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

Answer: ([SHOW ANSWER](#))

In Salesforce Personalization (formerly Interaction Studio) or other Industry-specific Marketing Cloud extensions, you can configure custom catalog dimensions (sometimes called "catalog attributes" or

"dimensional data") for products, content, or other catalog objects. Once configured, these additional attributes become available throughout the platform for various use cases.

Below are the three core areas (from the listed options) where a business user can leverage these custom catalog dimensions, along with Salesforce documentation references:

1. Segmentation

*** How It Works**

* Custom catalog dimensions allow you to define attributes (like product color, brand, or style) and then use these attributes in segment criteria. For example, if you create a dimension called

"Brand," you can build a segment of visitors who have viewed or purchased items where Brand =

X.

*** Why This Matters**

* By leveraging catalog-driven segments, you can more precisely target audiences based on the items they browse or purchase.

*** Salesforce Reference**

* [Salesforce Help: Segment Builder Overview](#) Explains how to build segments using catalog attributes (dimensions).

2. Reporting

*** How It Works**

* Custom catalog dimensions can appear as breakdowns or dimension filters in certain Personalization reports and dashboards. For instance, you might see reporting that shows conversion, clicks, or revenue segmented by a custom dimension like "Category" or "Brand".

*** Why This Matters**

* Analyzing performance metrics by these custom dimensions provides deeper insight into how different attributes perform (e.g., which brand sells best, which category has the highest click-through rate, etc.).

* Salesforce Reference

* Salesforce Help: Analytics and Reporting in Personalization Illustrates how catalog dimensions can be used in various analytics views.

3. Recipe Exclusions and Boosting

* How It Works

* Recipes (the rule sets and algorithms that generate personalized recommendations) can use custom dimensions to exclude certain items or boost others. For example, you might boost items with Sustainability = "EcoFriendly" or exclude products where Brand = "CompetitorBrand".

* Why This Matters

* This gives merchandisers or marketers fine-grained control over product recommendations, ensuring the right products are shown (or hidden) based on business goals and strategies.

* Salesforce Reference

* Salesforce Help: Recipe Builder Overview Explains how to create and configure recipes to boost or exclude items using custom catalog dimensions.

NEW QUESTION: 61

What are two types that real time interaction management helps marketers to personalize the customer

A. Data Storage

B. Next best Action

C. Data Aggregation

D. Orchestration

Answer: ([SHOW ANSWER](#))

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NEW QUESTION: 62

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

Answer: A ([LEAVE A REPLY](#))

In Salesforce Marketing Cloud Interaction Studio (Marketing Cloud Personalization), Campaign Tracking Rules determine when and how a web visitor qualifies to see an experience from a web campaign. These rules are essential for ensuring that campaigns are targeted accurately and delivered to the appropriate audience.

1. Campaign Tracking Rules

* **What It Is:** Campaign tracking rules specify the conditions under which a visitor becomes eligible to see a web campaign experience. These rules are often based on user behaviors, attributes, or interactions with the website.

* **Purpose:**

- * To define entry conditions for campaign participation.
- * To ensure relevant and personalized experiences for qualified visitors.

* **How It Works:**

* Tracking rules are defined at the campaign level in Interaction Studio.

* Rules can include conditions such as:

- * Pages visited.
- * Specific clicks or interactions.
- * Time spent on a webpage.
- * Referral sources or UTM parameters.

* When a visitor's behavior matches the tracking rules, they qualify to see the campaign experience.

* **Example:**

* A visitor who views a product page and spends more than 30 seconds qualifies to see a promotional banner for that product.

* **Documentation Reference:** Campaign Tracking Rules Overview.

Why Other Options Are Not Correct

* **B. Einstein Next Best Action:**

* Einstein Next Best Action provides recommendations for actions based on predictive algorithms.

While it can inform decisions, it does not directly determine qualification for web campaigns.

NEW QUESTION: 63

What two fields can a web developer specify for defining a Content Zone?

Choose 2 answers

- A. The CSS selector of the DOM element.

- B. The associated page type
- C. The name of the Content Zone.
- D. The dimensions of the Content Zone.

Answer: A,C ([LEAVE A REPLY](#))

NEW QUESTION: 64

Which global templates do you select and customize to provide trending blog recommendations on the homepage?

- A. Einstein content recommendation
- B. Infobar with CTA
- C. Einstein product recommendation
- D. Banner with CTA

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 65

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

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

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 66

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 67

Which three components of a recipe are optional when configuring a new algorithm?

- A. Decisions
- B. Ingredients
- C. Variation
- D. Boosters
- E. Exclusions

Answer: ([SHOW ANSWER](#))

When configuring a new recipe algorithm, the following components are optional:

- * Boosters (Answer D):
 - * Allows prioritizing specific items based on business goals, such as promoting higher-margin products.
- * Exclusions (Answer E):
 - * Filters out certain items or categories from being recommended.
- * Variation (Answer C):
 - * Enables A/B testing by creating multiple variations of a recipe to optimize performance.

References:

- * Salesforce Interaction Studio Documentation - Recipe Configuration

NEW QUESTION: 68

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

- A.** Campaigns
- B.** Templates
- C.** Audiences
- D.** Recipes

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 69

What are the three primary areas of data stored in Marketing Cloud Personalization which represent a company's key business information?

- A.** Shadow catalog information
- B.** User behaviors
- C.** Statistical tracking of KPIs
- D.** Employee performance
- E.** Operational information

Answer: A,B,E ([LEAVE A REPLY](#))

The three primary areas of data stored in Marketing Cloud Personalization are:

- * Shadow Catalog Information (Answer A):
 - * Represents the product or content catalog used for personalization and recommendations.
- * User Behaviors (Answer B):
 - * Tracks user actions such as visits, clicks, and purchases for behavior-based personalization.
- * Operational Information (Answer E):
 - * Stores system settings, rules, and configurations necessary to support personalization and campaign management.

References:

NEW QUESTION: 70

Which two success metrics can a company achieve with IS their web channel?

- A. Increase in first time visitor
- B. Increase in conversion rate
- C. Increase in organic search ranking
- D. Increase in revenue

Answer: B,D ([LEAVE A REPLY](#))

Interaction Studio (IS) helps businesses achieve significant success metrics through web channel personalization:

Increase in Conversion Rate: By delivering tailored experiences and recommendations, IS drives more users to take desired actions (e.g., purchases, sign-ups).

Increase in Revenue: Enhanced user engagement and conversions contribute directly to revenue growth.

Salesforce Interaction Studio Documentation - Measuring Campaign Success Metrics.

NEW QUESTION: 71

What ingredient could a marketer use as a backup in the event that the recipe serves too few or no items?

- A. SmartBundle
- B. Co-Browse
- C. Co-Buy
- D. Trending

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 72

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 73

What is the Marketing Cloud Personalization terminology for the collection of products and content as well as related categories, and tags - such as brand, gender, style, keyword, and author?

- A. Directory
- B. Objects
- C. Catalog

D. Channel

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 74

What three features are used to support mobile web personalization?

A. SiteMap

B. Web SDK

C. Mobile SDK

D. Mobile Data Campaign

E. Templates

Answer: A,B,E ([LEAVE A REPLY](#))

InSalesforce Marketing Cloud Personalization(formerly Interaction Studio), delivering personalization on mobile web(i.e., when users visit your website on a mobile device browser) relies on several configuration and implementation features. The three core features from the listed options are:

- * SiteMap (A)

- * Web SDK (B)

- * Templates (E)

Below is an overview of how each relates to mobile web personalization:

1. SiteMap (A)

- * What It Does

- * In Marketing Cloud Personalization, you can configure a "SiteMap" that helps define the structure and pages of your website for the personalization engine. Think of it as an organized reference of your web pages so that Personalization can identify which page a visitor is on, where to track events, and how to contextualize those events (e.g., category pages, detail pages).

- * Why It Matters for Mobile Web

- * Whether a visitor is on a desktop browser or a mobile browser, the site structure remains consistent. A proper SiteMap helps the platform accurately track and classify visits, clicks, and other interactions on mobile web pages.

- * Salesforce Reference

- * Salesforce Help: Define Your SiteMap

- * Explains how to set up a sitemap for capturing site structure, which is essential for correct data capture on both desktop and mobile.

2. Web SDK (B)

- * What It Does

- * The Web SDK is the JavaScript snippet (sometimes called the "Collect Code" or "Tag") embedded in your web pages. It captures real-time behavioral data (page views, clicks, cart events, etc.) and sends it to the Personalization platform.

- * Why It Matters for Mobile Web

- * Mobile web is simply your website viewed on a smaller screen. The Web SDK tracks user interactions the same way—no separate "mobile-specific" code is required for responsive sites.

- * By including the Web SDK on all mobile-responsive pages, you collect the necessary data for real-time personalization (recommendations, campaigns, etc.).

- * Salesforce Reference

- * Salesforce Help: Personalization Web SDK

- * Details how to implement and configure the snippet to track user behavior across different devices and screen sizes.

3. Templates (E)

- * What They Are

- * Templates in Personalization define how personalized experiences (like banners, pop-ups, product recommendation carousels) look and behave when rendered on your website.

- * They can be configured to be responsive, ensuring they display properly on different screen resolutions, including mobile phones and tablets.

- * Why They Matter for Mobile Web

- * By designing responsive or mobile-friendly templates, you ensure that any personalized content or recommendation component displays seamlessly on a mobile browser.

- * Templates also allow you to fine-tune styling, layout, and logic specifically for smaller screens.

- * Salesforce Reference

- * Salesforce Help: Templates Overview

- * Shows how to create and manage templates for both desktop and mobile presentation.

Why Not the Other Options?

- * C. Mobile SDK

- * The Mobile SDK is used for native mobile app personalization (iOS and Android apps), not for websites viewed on a mobile device's browser. For "mobile web," you still rely on the Web SDK.

- * D. Mobile Data Campaign

- * Typically relates to push notifications or SMS campaigns in other parts of Salesforce Marketing Cloud (e.g., MobilePush, MobileConnect). These are not directly used for on-site mobile web personalization.

NEW QUESTION: 75

When using B2B Detect, which two options are valid account origins?

A. Customer date of birth

B. Account Domain

C. IP address

D. Time of day

Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 76

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

- A. String and integer
- B. Multistring
- C. String
- D. String and Multistring

Answer: (SHOW ANSWER)

In the identity system of Interaction Studio, user attributes support the following data types:

- * String:
 - * Represents text-based data.
- * Multistring:
 - * Represents a collection of string values, such as tags or categories associated with a user.

References:

- * Salesforce Interaction Studio Documentation - User Attributes

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NEW QUESTION: 77

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. Immed

Answer: A (LEAVE A REPLY)

NEW QUESTION: 78

What is the Marketing Cloud Personalization terminology for the collection of products and content as well as related categories, and tags - such as brand, gender, style, keyword, and author?

- A. Channel
- B. Objects
- C. Directory

D. Catalog

Answer: D (LEAVE A REPLY)

TheCatalog is a collection of products and content along with related categories and tags (e.g., brand, gender, style). It is used for managing and personalizing recommendations.

Reference: Salesforce Interaction Studio Catalog Setup Documentation.

NEW QUESTION: 79

What is the standard mechanism Marketing Cloud Personalization uses to ingest data from the Marketing Cloud Personalization sFTP location?

A. Sitemap

B. API

C. Automation Studio

D. ETL feeds

Answer: D (LEAVE A REPLY)

NEW QUESTION: 80

What three components can a web developer define by pageType?

A. Item Actions

B. Campaign

C. Goals

D. Content Zones

E. Capturing Attribute

Answer: A,D,E (LEAVE A REPLY)

In Salesforce Marketing Cloud Interaction Studio (Marketing Cloud Personalization), pageType is a critical concept for defining the structure and behavior of web pages. A web developer can specify several components by using pageType, enabling Interaction Studio to properly capture data, define user interactions, and deliver personalized content.

1. Item Actions

* What It Is: Developers define item actions to specify the types of actions that users can take on the page.

These actions allow Interaction Studio to track specific user behaviors and interactions with items (e.g., clicking, adding to cart, or viewing details).

* Purpose:

* To enable the platform to log user activity for analytics and personalization.

* To define actionable items on the page for recommendations or offers.

* Example:

* A developer sets up "Add to Cart" and "View Product" actions for product pages.

* Documentation Reference: Item Actions in Interaction Studio.

2. Content Zones

* **What It Is:**Content zones are specific areas on a web page where personalized content can be dynamically displayed. Developers define these zones by pageType to ensure personalized content is delivered in the correct location.

* **Purpose:**

* To designate sections of a webpage for personalization.

* To enable seamless integration of Interaction Studio's campaigns and recommendations.

* **Example:**

* A developer defines a "Hero Banner Zone" or "Sidebar Recommendations Zone" for a pageType associated with a homepage or product page.

* **Documentation Reference:**Defining Content Zones.

3. Capturing Attribute

* **What It Is:**Capturing attributes involves defining data fields or properties that Interaction Studio should capture when a pageType is loaded. These attributes provide context about the user, items, or page to support personalization and analytics.

* **Purpose:**

* To enrich Interaction Studio's dataset with key metadata for better targeting and reporting.

* To capture information like product IDs, categories, or user actions on specific page types.

* **Example:**

* A developer captures attributes such as "Product Name," "Category," or "Price" on a product page.

* **Documentation Reference:**Capturing Attributes in Interaction Studio.

Why Other Options Are Not Correct

* **B. Campaign:**

* Campaigns are created and managed separately in Interaction Studio. They are not a component of pageType.

NEW QUESTION: 81

What are three ways segments are used in marketing cloud personalization?

A. Set goal and filtersb)

B. Recommending products

C. Targeting for campaigns

D. Analytics, trends and engagement

E. Creating related lists within Salesforce CRM

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 82

What are two ways to populate the Marketing Cloud Personalization catalog?

A. Email Pixel

B. ETL Feed

C. Web SDK

D. Third-party Integration

Answer: B,C ([LEAVE A REPLY](#))

NEW QUESTION: 83

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

A. Templates

B. Campaigns

C. Segments

D. Recipes

Answer: A,B ([LEAVE A REPLY](#))

Interaction Studio (now branded as Marketing Cloud Personalization) supports A/B testing through specific features. Below is a detailed breakdown:

1. Campaigns

* Campaigns in Interaction Studio are the central component for personalizing experiences and are inherently designed to support A/B testing. You can test different campaign variations (content, offers, or design) to understand what resonates best with your audience.

* How to perform A/B Testing in Campaigns:

* Navigate to the Campaigns tab within Interaction Studio.

* Create or select a campaign you wish to test.

* Define multiple variants (A, B, etc.) by tweaking the content, layout, or rules for each.

* Set up test parameters such as traffic distribution (e.g., 50% audience for A, 50% for B).

* Launch the campaign and monitor performance through reports/metrics like click-through rate (CTR) and conversions.

* Documentation Reference: [Salesforce Documentation on Campaigns](#).

2. Templates

* Templates are pre-defined content structures in Interaction Studio used for personalized experiences.

These templates also support A/B testing, allowing marketers to assess variations in presentation, design, or content to maximize impact.

* How to perform A/B Testing in Templates:

* Select or create a new template under the Templates section.

* Customize template versions for A/B testing (e.g., variation in banners, headlines, or product placements).

* Pair templates with a campaign to distribute the audience for testing.

* Analyze test results and iterate based on performance metrics.

* Documentation Reference: [Salesforce Documentation on Templates](#).

Why Other Options Are Not Correct:

* C. Segments:

* Segments are used to define audience groups for targeting but do not inherently support A/B testing functionality. Segments are more about grouping audiences based on behaviors, demographics, or attributes rather than testing variations.

NEW QUESTION: 84

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

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

Answer: A,C ([LEAVE A REPLY](#))

Two ways to populate the Interaction Studio catalog are:

- * ETL Feed (Answer A):
 - * Uses scheduled file uploads to update catalog data, including product or content details.
- * Web SDK (Answer C):
 - * Automatically captures catalog data from a website during user interactions.

References:

- * Salesforce Interaction Studio Documentation - Catalog Management

NEW QUESTION: 85

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 86

Which ingredient shows a visitor products or content based on a "people like me" algorithm?

- A.** Co Browser
- B.** Trending
- C.** Similar Items
- D.** Collaborative Filtering

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 87

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

Answer: (SHOW ANSWER)

Verified: Rule-based testing (also known as dynamic content or multivariate testing in some contexts) is the most appropriate approach in Salesforce Marketing Cloud to deliver different experiences to different segments within the same campaign.

Explanation:

- * Rule-Based Testing: This approach involves defining rules that determine which content variation a subscriber will see based on their specific characteristics (attributes, data extension values, segment membership, etc.).
- * Segmentation: You can create segments within Salesforce Marketing Cloud based on various criteria, like demographics, behavior, engagement history, or any other data you have about your subscribers.
- * Content Variations: You create multiple variations of content (e.g., different images, text blocks, or calls to action) within an email or CloudPage.
- * Rule Definition: Within the content editing interface (Email Studio Content Builder or CloudPages), you define rules that map segments to content variations. For example:
 - * Rule 1: If a subscriber is in the "High-Value Customers" segment, show Content Variation A (e.g., an exclusive offer).
 - * Rule 2: If a subscriber is in the "New Subscribers" segment, show Content Variation B (e.g., a welcome message).
- * Default Content: You can also define a default content variation to be shown to subscribers who don't match any of the defined rules.

Salesforce Marketing Cloud References:

- * Dynamic Content (Email Studio): Salesforce Marketing Cloud's core feature for rule-based content personalization is called "Dynamic Content."

NEW QUESTION: 88

How many total global goals and filters can you define for your dataset in Marketing Cloud Personalization?

- A. 25 filters and 25 goals
- B. Unlimited
- C. 300 total between filters and goals
- D. 64 total between filters and goals

Answer: (SHOW ANSWER)

Marketing Cloud Personalization allows a total of 64 global filters and goals combined for each dataset. This limitation ensures optimal performance and manageability of data tracking and evaluation.

Reference: Salesforce Interaction Studio Dataset Configuration Guide.

NEW QUESTION: 89

How quickly does interaction studio synthesize and activate data to gauge and respond to an individual's in-the-moment intent, across channels?

- A. 30 Seconds
- B. 1 minutes
- C. 30 milliseconds
- D. 1 second

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 90

What can you learn from segment compare on the segment detail tab?

- A. To compare users, engagement activity and other actions across segments displayed
- B. To view individual users that are part of the segment
- C. To understand what campaign use the segment for targeting
- D. To understand view time purchases attributes revenue by category

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 91

What three components can a web developer define by pageType?

- A. Capturing Attribute
- B. Campaign
- C. Content Zones
- D. Goals
- E. Item Actions

Answer: A,C,E ([LEAVE A REPLY](#))

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NEW QUESTION: 92

What are three ways segments are used in marketing cloud personalization?

- A. Set goal and filtersb)
- B. Recommending products
- C. Targeting for campaigns
- D. Creating related lists within Salesforce CRM
- E. Analytics, trends and engagement

Answer: B,C,E ([LEAVE A REPLY](#))

* Recommending Products: Segments enable personalized recommendations based on user behavior and preferences.

* Targeting for Campaigns: Segments define audiences for specific campaigns, ensuring relevance and higher engagement.

* Analytics, Trends, and Engagement: Segments provide insights into user behavior, enabling trend analysis and engagement tracking.

NEW QUESTION: 93

When using B2B Detect, which two options are valid account origins?

- A. IP address
- B. Time of day
- C. Customer date of birth
- D. Account Domain

Answer: ([SHOW ANSWER](#))

IP Address: B2B Detect can identify accounts based on the visitor's IP address, often linked to a business network.

Account Domain: It can also determine accounts by analyzing email domains or browsing activity linked to a company's domain.

Reference: Salesforce Interaction Studio B2B Detect Configuration Guide.

NEW QUESTION: 94

Which campaign type needs to be configured to set up the Marketing Cloud Personalization Connector for Sales and Service Clouds?

- A. Server-Side Campaign
- B. Mobile Campaign
- C. Email Campaign
- D. Web Campaign

Answer: A ([LEAVE A REPLY](#))

To set up the Marketing Cloud Personalization Connector for Sales and Service Clouds, configure aServer- Side Campaign.

* This campaign type ensures data and recommendations are delivered directly to the Sales or Service Cloud via server-side integration.

References:

* Salesforce Marketing Cloud Documentation - Connector Configuration

NEW QUESTION: 95

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

- A. Goal comparison report
- B. Referring sources report
- C. Goal completion report
- D. Visitor behaviour report

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 96

Which development language is used to code the sitemap?

- A. Python
- B. Javascript
- C. jQuery
- D. Ampscript

Answer: B ([LEAVE A REPLY](#))

Javascript is used to code the sitemap in Interaction Studio, enabling seamless tracking and interaction mapping. It allows integration with the Web SDK for personalization and data collection.

Reference: Salesforce Interaction Studio Web SDK and Sitemap Coding Guide.

NEW QUESTION: 97

What three components are defined by the developer in the Sitemap?

- A. Page Types
- B. Events
- C. Promotions
- D. Campaigns
- E. Content Zones

Answer: A,B,E ([LEAVE A REPLY](#))

Page Types:

* Defines the structure of website pages, enabling accurate mapping of data and personalization rules.

NEW QUESTION: 98

Which global template do you select and customize to provide product recommendations on the homepage?

- A. Einstein Content Recommendations
- B. Einstein Product Recommendations
- C. InfoBar with CTA
- D. Banner with CTA

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 99

How does a marketer perform an A/B test in Web Campaigns?

- A. Create multiple web campaigns
- B. Create multiple web templates
- C. Create multiple events
- D. Create multiple experiences

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 100

What two fields can a web developer specify for defining a Content Zone?

Choose 2 answers

- A. The CSS selector of the DOM element.
- B. The associated page type
- C. The dimensions of the Content Zone.
- D. The name of the Content Zone.

Answer: A,D ([LEAVE A REPLY](#))

- * The CSS selector of the DOM element (Answer A):
- * Identifies the exact HTML element on the page where the content will render.
- * The name of the Content Zone (Answer D):
- * Provides a unique identifier for the zone, used in campaign setup and tracking.

References:

- * Salesforce Marketing Cloud Documentation - Defining Content Zones

NEW QUESTION: 101

Event API requests are made using what two content types (select 2)?

- A. CSV
- B. XML
- C. Form URL encoded
- D. JSON

Answer: (SHOW ANSWER)

Event API requests in Interaction Studio can be made using the following content types:

- * Form URL Encoded: Suitable for sending event data in a simple key-value format.
- * JSON: Commonly used for complex data structures, offering flexibility and compatibility.

Reference: Salesforce Interaction Studio Event API Documentation.

NEW QUESTION: 102

How often does interaction studio poll the sftp for new files for ingestion?

- A. Hourly
- B. Immediately
- C. Daily

D. Every 15 minutes

Answer: ([SHOW ANSWER](#))

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