

DUMPS ARENA

Marketing Cloud Personalization Accredited Professional

Salesforce Marketing-Cloud-Personalization

Version Demo

Total Demo Questions: 10

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sales@dumpsarena.co

sales@dumpsarena.co
dumpsarena.co

QUESTION NO: 1

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

- A. Immediately
- B. Every 15 minutes
- C. Hourly
- D. Daily

ANSWER: B

QUESTION NO: 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: A D E

QUESTION NO: 3

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

ANSWER: C D E

QUESTION NO: 4

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

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

ANSWER: C D

QUESTION NO: 5

What two features of interaction studio can be used in an open-time email campaign?

- A. Promotion
- B. Attribute
- C. Survey
- D. Recipe

ANSWER: A D

QUESTION NO: 6

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

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

ANSWER: A B D

QUESTION NO: 7

Which scenario is a valid interaction studio use case?

- A. Recommendations in email which are personalised at send time

- B. Behavioural targeting with 3rd party audience data
- C. Recommendations in email which are personalized at open time
- D. Machine learning driven insights within a customer database

ANSWER: C

QUESTION NO: 8

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

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

ANSWER: B

QUESTION NO: 9

Which data feed integrates external system data into a user's profile leveraging identity attributes?

- A. Identity feed
- B. Catalog Feed
- C. Interaction feed
- D. User Feed

ANSWER: D

QUESTION NO: 10

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

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

ANSWER: C