



**Free Questions for Marketing-Cloud-Personalization by  
braindumpscollection**

**Shared by Ferguson on 24-05-2024**

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## Question 1

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**Question Type:** MultipleChoice

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

### Options:

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

### Answer:

---

C

## Question 2

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**Question Type:** MultipleChoice

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

**Options:**

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- 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 3

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**Question Type:** MultipleChoice

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

**Options:**

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

**Answer:**

---

C

## Question 4

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**Question Type: MultipleChoice**

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Which three components of a server side campaign can be defined by a business user?

**Options:**

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- A- Campaign rendering

- B- Campaign responses
- C- Promoted content
- D- Experience rules
- E- User attributes

**Answer:**

---

C, D, E

## Question 5

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**Question Type:** MultipleChoice

---

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

**Options:**

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- A- Einstein content recommendation
- B- Banner with CTA
- C- Infobar with CTA

**D-** Einstein product recommendation

**Answer:**

---

D

## Question 6

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**Question Type: MultipleChoice**

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

**Options:**

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- 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

## Question 7

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**Question Type:** MultipleChoice

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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?

**Options:**

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- 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

**Answer:**

---

A

## Question 8

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**Question Type:** MultipleChoice

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What are the two competitive advantages of interaction studio? [check]

### Options:

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- A- Monitors active time spent and true engagement
- B- Integrated content management system
- C- Managers Consent
- D- True Real-Time Decisioning

### Answer:

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A, D

## Question 9

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**Question Type:** MultipleChoice

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Which scenario is a valid interaction studio use case?

**Options:**

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- 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:**

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C

## Question 10

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**Question Type: MultipleChoice**

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

**Options:**

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A- Variation

B- Exclusion

C- Ingredient

D- Booster

**Answer:**

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A

## Question 11

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**Question Type:** MultipleChoice

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What would a marketer include in a recipe if they want the visitor affinity score when showing recommendations?

**Options:**

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A- Exclusion

**B-** Ingredients

**C-** Booster

**D-** Variation

**Answer:**

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C

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