

Free Questions for Marketing-Cloud-Personalization by braindumpscollection

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Question 1

Question Type: MultipleChoice

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

Options:

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

Answer:

С

Question 2

Question Type: MultipleChoice

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

Options:

- 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

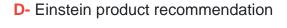
Question 3

Question Type: MultipleChoice

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

Options:	
A- String and integer	
B- Multistring	
C- String	
D- String and Multistring	
Answer:	
С	
Question 4 Question Type: MultipleChoice	
Question 4 Question Type: MultipleChoice	
Question 4	
Question 4 Question Type: MultipleChoice	
Question 4 Question Type: MultipleChoice	





Answer:

D

Question 6

Question Type: MultipleChoice

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

Options:

- 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



В

Question 7

Question Type: MultipleChoice

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:

- 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:

Α

Question 8

Question Type: MultipleChoice

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

Options:

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

Answer:

A, D

Question 9

Question Type: MultipleChoice

Which scenario is a valid interaction studio use case?

Options:

- 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:

С

Question 10

Question Type: MultipleChoice

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

Options:		
A- Variation		
B- Exclusion		
C- Ingredient		
D- Booster		
Answer:		
Question 11		
Question 11	Choice	
	Choice	
Question 11 uestion Type: Multiple	Choice er include in a recipe if they want the visitor affinity score when showing recommendations?	
Question 11 uestion Type: Multiple		
Question 11 uestion Type: Multiple		

- **B-** Ingredients
- C- Booster
- **D-** Variation

Answer:

С

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