

Free Questions for Marketing-Cloud-Personalization by certscare

Shared by Valenzuela on 22-07-2024

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Question 1

Question Type: MultipleChoice

When does site mapping happen during the implementation process?

Options:

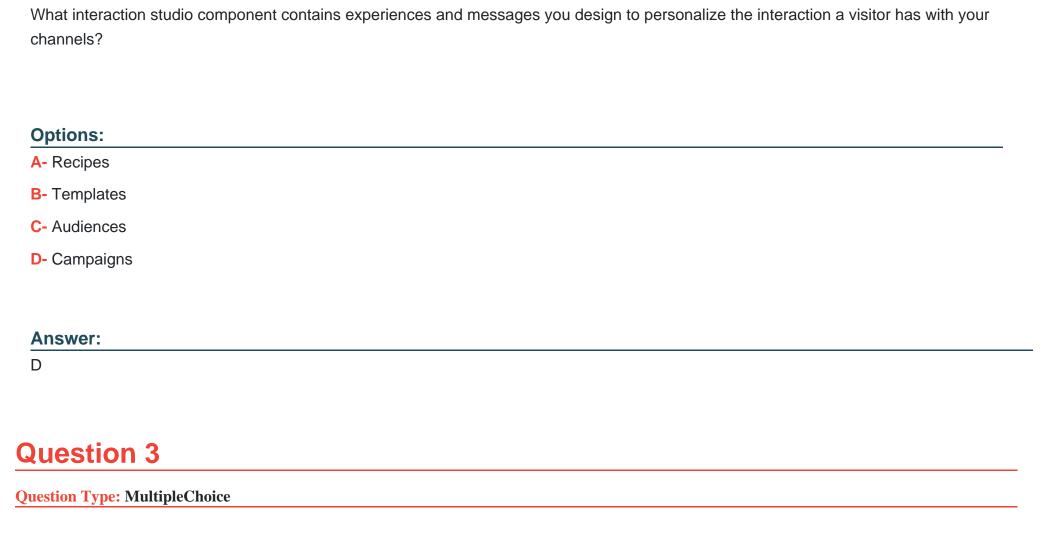
- A- At the beginning of the build phase since it is the basis for the rest of the implementation
- B- In the middle after certain components like the catalog have been populated
- C- At the end after everything is defined in the system
- D- It can happen at any point since it is unrelated to the rest of the implementation

Answer:

В

Question 2

Question Type: MultipleChoice



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

Options:
A- Binary
B- CSV
C- JSON
D- Text
Answer:
B
Question 4
Question Type: MultipleChoice
Which data feed integrates external system data into a user's profile levargaing identity attributes?
Options:
Options: A- Identity feed

- **B-** Catalog Feed
- **C-** Interaction feed
- D- User Feed

Answer:

D

Question 5

Question Type: MultipleChoice

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

Options:

- 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	
Question 6	
Question Type: MultipleChoice	
Which campaign type needs to be configured to setup the interaction studio connector for sales and service clouds?	
Options:	
A- Server-side campaign	
B- Web campaign	
C- Mobile campaign	
D- Email campaign	
Answer:	

Α

Question 7

Question Type: MultipleChoice

Which two components does a user need to configure in IS to display Einstein product

recommendation vis IS connection for sales and service cloud?

Options:

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

Answer:

D

Question 8

Question Type: MultipleChoice

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

Options:

- A- User behaviour
- **B-** Employee performance
- **C-** Shadow catalog information
- D- Statstical tracking of KPI's
- E- Operational information

Answer:

A, C, D

Question 9

Question Type: MultipleChoice

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

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

Answer:

D

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