



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:

B

Question 2

Question Type: MultipleChoice

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

Options:

A- Recipes

B- Templates

C- Audiences

D- Campaigns

Answer:

D

Question 3

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 leveraging identity attributes?

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:

A

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- Statistical 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?

Options:

A- Immediately

B- Hourly

C- Daily

D- Every 15 minutes

Answer:

D

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