Salesforce

MARKETING-CLOUD-PERSONALIZATION Exam

Marketing Cloud Personalization Accredited Professional Exam

Questions & Answers
Demo

Version: 5.0

Question: 1

What two features of interaction studio have functionality to perform an A/B testing?

A. Templates
B. Campaigns
C. Segments
D. Recipes

Answer: B, C

Question: 2

What are the three types of mobile campaigns a business user can create in IS?

A. JSON Data A
B. In-App Notification
C. Browser Notification
D. SMS Text Message
E. Push Message

Answer: B, E

Question: 3

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: 4

What are the components of an interaction studio web campaign? [check]

A. Email capture, homepage, and product requisite
B. Experience, template, and content Zone
C. Configured recipe, visitor profile, and content window
D. Affinity, infobard and attribution window

Answer: B

Question: 5

What three things does a developer code in web template?

A. Campaign qualification rules
B. HTML and CSS for controlling appearance
C. Client side instructions for rendering
D. Set the control group percentage
E. Defining what can be configured in a campaign

Answer: B, C