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Marketing Cloud Personalization Accredited Professional Exam (WI25)

Salesforce Marketing-Cloud-Personalization

Version Demo

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QUESTION NO: 1

How many total global goals and filters can you define for your dataset in IS?

- A. 64 total for both filters and goals
- B. 25 filers and 25 goals
- C. Unlimited
- D. 300 total between filters and goals

ANSWER: A

QUESTION NO: 2

Where can a developer access pre-built Global Templates?

- A. View List Template option in the Launcher
- B. From the Templates list when building a campaign
- C. From code examples in developer docs
- D. Templates menu under the web Campaign menu in the U

ANSWER: D

QUESTION NO: 3

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

- 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 NO: 4

What is the maximum number of user attributes you can setup per dataset?

- A. 100
- B. 50
- C. 250
- D. 500

ANSWER: A

QUESTION NO: 5

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

- 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 NO: 6

What three components are defined by the developer in the Sitemap?

- A. Page Types
- B. Events
- C. Promotions
- D. Campaigns
- E. Content Zones

ANSWER: A B E

QUESTION NO: 7

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

- A. Campaign rendering
- B. Campaign responses

- C. Promoted content
- D. Experience rules
- E. User attributes

ANSWER: C D E

QUESTION NO: 8

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 NO: 9

If you want to compare the completion of two objectives based on a filter, what report would you use?

- A. Visitor behaviour report
- B. Referring sources report
- C. Goal completion report
- D. Goal comparison report

ANSWER: D

QUESTION NO: 10

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