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Topic Break Down

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Topic 1, Personalization Strategy	7
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QUESTION NO: 1

What are two types that real time interaction management helps marketers to personalize the customer

A. Data Aggregation

B. Data Storage

C. Next best Action

D. Orchestration

ANSWER: C D

Explanation:

Real-time interaction management supports personalization by determining the **Next best Action** for an individual and by coordinating **Orchestration** across customer touchpoints. Next-best-action decisioning uses the customer's current context, profile attributes, behavioral signals, and business rules to select the most relevant offer, content, message, or experience at the moment of engagement. In Marketing Cloud Personalization, this can be delivered through decisioning capabilities such as campaigns, recommendations, and real-time personalization rules.

Orchestration makes that personalization actionable across channels and journeys. It coordinates interactions so that customer communications and experiences are timely, consistent, and responsive to behavior, rather than isolated messages based only on a static audience segment. Together, these capabilities enable a brand to recognize what a customer is doing now, decide the most relevant action, and deliver that action through an appropriate connected experience. Salesforce describes Marketing Cloud Personalization as using real-time behavioral data to personalize interactions across channels and highlights the role of decisioning in selecting relevant experiences. See Salesforce Marketing Cloud Personalization overview and Salesforce Personalization.

QUESTION NO: 2

In the user interface what is the visual representation of the data about a single visitor including preference?

A. Unified view of customer

B. unified customer profile

C. Single source of truth

D. Single view of customer

E. User profile

ANSWER: E

Explanation:

User profile is the correct term for the interface representation of the information Marketing Cloud Personalization holds about one individual visitor. Marketing Cloud Personalization continuously collects behavioral and contextual data from customer interactions, then associates that information with a visitor or known user. The user profile makes this individual-level data available in the application for review and analysis.

A profile can bring together information such as identity attributes, engagement history, browsing and purchase behavior, membership in segments, and preference-related data. This consolidated view helps marketers understand the person behind an interaction and supports the delivery of relevant, personalized experiences based on the visitor's current and historical activity. Profiles are therefore a core operational concept in Personalization: they are where teams inspect the data maintained for an individual rather than a broad audience or a general data-management principle.

Salesforce describes Marketing Cloud Personalization as using real-time customer data to build and act on individual customer understanding. See the Marketing Cloud Personalization Basics Trailhead module and the Marketing Cloud Personalization documentation for product concepts and guidance.

QUESTION NO: 3

Which three components of a server side campaign must be coded by a developer?

A. Campaign Setip

B. Parsing the JSON Response

C. Tracking of campaign statisticsd

D. Content Selection

E. EVENT API Request

ANSWER: B C E

Explanation:

Parsing the JSON Response, **Tracking of campaign statisticsd**, and **EVENT API Request** are the developer-implemented parts of a server-side campaign integration. The application must send an Event API request to Marketing Cloud Personalization with the appropriate event and user or account context. Marketing Cloud Personalization evaluates eligible server-side campaigns as part of that request and returns campaign information in the JSON response. The application code must then parse that response, identify the returned campaign content or decisions, and use them to render the appropriate experience in the application or downstream channel.

The integration must also report campaign statistics through the relevant tracking events. This closes the measurement loop by recording delivery, impressions, clicks, or other engagement outcomes as applicable to the implementation. Accurate tracking enables campaign reporting, attribution, and optimization based on the actual content returned and shown by the server-side integration. Salesforce's Event API documentation describes submitting events to Personalization, while the server-side campaigns documentation covers receiving campaign decisions and handling the resulting response data. See Salesforce Marketing Cloud Personalization Event API and Salesforce Server-Side Campaigns.

QUESTION NO: 4

Which three criteria can a business user use when building a segment in Marketing Cloud Personalization?

A. User attributes

B. Actions

C. Engagement

D. Template code

E. Content zone selectors

ANSWER: A B C

Explanation:

User attributes, **Actions**, and **Engagement** are correct. User attributes support segmentation using profile information, such as loyalty status or preferred location. Actions enable behavioral audience definitions based on tracked events, such as product views, cart activity, and purchases. Engagement criteria enable marketers to evaluate how actively users interact with the business over time.

Template code and content zone selectors are implementation artifacts used to render and place web experiences. They are not audience criteria for segment creation. See the Salesforce Marketing Cloud Personalization Segments documentation for information about creating and using audiences.

QUESTION NO: 5

A retailer wants to recommend products with attributes similar to the product a visitor is currently viewing. Which recipe ingredient should the retailer use?

A. Similar Items

B. Co-Buy

C. Collaborative Filtering

D. Trending

ANSWER: A

Explanation:

Similar Items is correct because it recommends catalog items that share relevant characteristics with the current item. This ingredient is commonly used on a product-detail page to help visitors discover alternative or related products based on catalog information, such as category, brand, product type, color, or other configured attributes.

Co-Buy is based on historical purchase relationships, while Collaborative Filtering uses patterns from visitors with similar behavior. Trending identifies broadly popular items over a defined period. See the Salesforce Marketing Cloud Personalization Recommendation Recipes documentation for information about recipe ingredients and recommendation strategies.

QUESTION NO: 6

What qualifies a web vistor to see any experience of a Web Campaign?

A. Einstein Recipe Ingredients

B. Campaign Targeting Rules

C. Email Campaign Rules

D. Einstein Next Best Action

ANSWER: B

Explanation:

Campaign Targeting Rules qualify a web visitor to see a Web Campaign experience. In Marketing Cloud Personalization, a web campaign can contain one or more experiences, but eligibility begins at the campaign level: the platform evaluates the campaign's targeting criteria against the visitor and their current context. These rules can use available visitor, account, catalog, behavior, and contextual data to determine whether the campaign is eligible to run for that visitor. After the visitor qualifies for the campaign, Marketing Cloud Personalization can evaluate the campaign's experience-specific rules and select an eligible experience to display in the configured web placement. This separation is important because campaign targeting establishes the intended audience for the overall campaign, while experiences provide the content or variation that can be delivered to qualified visitors. Campaign targeting can therefore prevent a campaign from being considered at all when a visitor does not meet the defined audience conditions. Salesforce's Web Campaign documentation describes campaigns as web experiences that are targeted and served to visitors, and its targeting guidance explains how rules are used to determine eligibility. See the Salesforce Marketing Cloud Personalization Web Campaigns documentation and Salesforce Help: Campaign Targeting.

QUESTION NO: 7

Which two components does a user need to configure in Marketing Cloud Personalization to display Einstein product recommendations via the Marketing Cloud Personalization Connector for Sales and Service Cloud?

A. Catalog Items

B. Promotions

C. Einstein Recipes

D. Einstein Decisions

ANSWER: A C

Explanation:

Catalog Items and **Einstein Recipes** are required to make product recommendations available through the Marketing Cloud Personalization Connector for Sales and Service Cloud. Catalog Items provide the product data that Personalization can recommend, including each item's identifier and relevant attributes such as name, image, URL, category, price, and availability. This catalog is the recommendation system's source of products; without it, there is no item inventory for a recommendation to return.

Einstein Recipes define the recommendation strategy used to select and rank those catalog items for an individual. A recipe can use behavioral and contextual signals—for example, recently viewed items, affinities, or popular products—to produce a personalized set of products. After the catalog is populated and an appropriate recipe is configured, the connector can retrieve the recipe's recommendation results and present them in Sales or Service Cloud contexts. Salesforce's Personalization documentation describes catalog objects as the items used in campaigns and recommendations, and describes Einstein recipes as the configuration that powers recommendation decisions. See Salesforce Personalization Catalog documentation and Salesforce Personalization Recommendations documentation.

QUESTION NO: 8

What attribute and value is passed in the event API request for returning server side

campaigns?

A. Source = Server

B. Server Side messages = 1

C. Server side are always returned

D. Server side = true

ANSWER: A

Explanation:

Source = Server is correct because Marketing Cloud Personalization uses the event's source information to identify the channel from which the event originates. For an Event API request that should be evaluated for server-side campaigns, the source channel must be supplied with the value `Server`. In the request payload, this is represented in the source object as `"source": { "channel": "Server" }`. This channel designation tells Personalization to evaluate campaign content intended for server-side delivery and include the resulting campaign data in the event response, where applicable. The calling application can then use that response to render or otherwise act on the selected campaign experience in its own server-controlled workflow. This is especially useful when a web or mobile client should not directly make the decisioning request, or when the response needs to be incorporated into an API, transactional process, or custom-rendered experience. Salesforce's Event API documentation describes the source object and channel field used to classify event origin, while the server-side campaign documentation covers retrieving campaign decisions through this type of event request. See Salesforce Event API documentation and Salesforce server-side campaigns documentation.

QUESTION NO: 9

What is the salesforce point of view for end to end flow of data for real-time personalization within interaction studio? [Check]

A. Data-in, understand, engage, data-out, analyse

B. Know, understand, personalise, engage, analyse

C. Identify, understand, decide, act, analyse

D. Profile, insight, understand, act, analyse

ANSWER: C

Explanation:

Identify, understand, decide, act, analyse represents Salesforce's end-to-end approach to real-time personalization in Marketing Cloud Personalization, formerly Interaction Studio. The flow begins by identifying an individual or anonymous visitor across touchpoints and collecting their behavioral and contextual data. It then builds understanding through real-time profiles, behavioral history, and derived insights such as affinities or engagement signals. Using that understanding, the platform decides the most appropriate experience, content, offer, or next-best action according to business rules, campaigns, and machine-learning decisioning. It then acts by delivering the selected personalization through channels such as web, mobile, email, or other connected experiences. Finally, it analyzes performance and response data, allowing teams to measure outcomes and continuously improve future decisions. This closed-loop process is central to how Marketing Cloud Personalization captures interaction data, applies it to individual decisioning, and activates relevant experiences in the moment. Salesforce describes the product's real-time data collection, unified customer understanding, and cross-channel personalization capabilities in its Marketing Cloud Personalization overview and Marketing Cloud Personalization product information.

QUESTION NO: 10

Which development language is used to code the sitemap?

A. Python

B. Javascript

C. jQuery

D. Ampscript

ANSWER: B

Explanation:

Javascript is correct because Salesforce Marketing Cloud Personalization sitemaps are implemented as JavaScript code in the Web SDK. The sitemap acts as the implementation layer that tells the SDK how to recognize page types, identify content and catalog entities, capture user interactions, and collect relevant page data. Developers define page matching logic and event configurations using JavaScript objects and functions, which execute in the visitor's browser as the site is loaded. This browser-based approach lets the sitemap inspect the page's URL and DOM, extract product or category attributes, and send structured behavioral data to Marketing Cloud Personalization in real time. A sitemap can include global settings that apply across the site as well as page-type-specific configurations, such as product detail, category, cart, and order-confirmation pages. Salesforce's Web SDK documentation describes implementing and configuring the sitemap in JavaScript, including the use of page-type definitions and interaction tracking. For implementation concepts and sitemap configuration examples, see the Salesforce sitemap implementation documentation and the Salesforce Web SDK documentation.

QUESTION NO: 11

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

A. User behaviour

B. Employee performance

C. Shadow catalog information

D. Statstical tracking of KPI's

E. Operational information

ANSWER: A C E

Explanation:

Interaction Studio, now Salesforce Marketing Cloud Personalization, uses three foundational data areas to build a usable real-time view of a business and its customers. **User behavior** captures the events generated as individuals interact with web, mobile, email, and other touchpoints. These events, such as viewing an item, searching, adding to cart, or purchasing, establish the behavioral context that supports audience evaluation and real-time decisioning.

Shadow catalog information represents the business's products, content, or other recommendable entities. The catalog supplies the attributes and relationships needed to understand what a customer viewed or interacted with and enables catalog-driven recommendations and personalized experiences. In Marketing Cloud Personalization terminology, the shadow catalog is the internal representation of catalog items and their attributes.

Operational information covers the configuration and supporting data required to operate the implementation, including the business context used by personalization activities. Together, behavioral, catalog, and operational data allow the platform to connect customer actions with business entities and execute relevant personalization. Salesforce's developer documentation introduces the platform's data and integration model at Salesforce Marketing Cloud Personalization Developer Documentation, while the product's core personalization concepts are covered in Salesforce Trailhead.

QUESTION NO: 12

A brand's website is seeing high traffic but much of the behaviour is anonymous. How does

IS unify anonymous identifies?

A. IS uses probability matching to determine if two or more profiles represent for user identity

B. IS synchronise anonymous and knows profiles once a day based or online traffic and data offer sources

C. IS constantly monitors identifying information and uses deterministic matching to determine whether two or more profiles represent the same user identity.

D. IS users third party software to match anonymous and knows identifies

ANSWER: C

Explanation:

Interaction Studio (now Salesforce Marketing Cloud Personalization) unifies an anonymous visitor's activity with a known user profile through ongoing identity resolution. As the platform receives identifying information during interactions—such as an email address, customer ID, login identifier, or another configured identity attribute—it evaluates that information using deterministic matching rules. When the supplied identifier matches an existing known profile, the platform associates the visitor's prior anonymous behavioral history with that profile, creating a more complete record for personalization and analytics. This process occurs as identity data is captured rather than relying on a scheduled daily synchronization or an external matching provider. The key principle is that profile unification is based on observed, configured identity values that establish a reliable connection between an anonymous session and a known individual. Salesforce describes how Marketing Cloud Personalization collects behavioral data and uses user identity information to support unified profiles and personalization in its User Profiles documentation. For implementation guidance on capturing identity and user attributes through the web SDK, see the Web SDK User Identity guide.

QUESTION NO: 13

What two features of Marketing Cloud Personalization have functionality to perform an A/B Test?

A. Campaigns

B. Segments

C. Recipes

D. Templates

ANSWER: A C

Explanation:

Campaigns and Recipes both provide Marketing Cloud Personalization capabilities for controlled comparison testing. Campaigns can deliver different experiences to allocated portions of an audience, allowing a marketer to compare variations in content, messaging, offers, or decision logic against a defined business metric. The platform records the resulting engagement and conversion behavior so the marketer can identify the better-performing experience and use that outcome to optimize delivery.

Recipes support experimentation for Einstein-powered recommendations. Recipe testing enables teams to compare recommendation strategies or recipe configurations with audience traffic split between test variants. This is particularly valuable when validating whether a recommendation approach improves metrics such as click-through rate, add-to-cart activity, conversions, or revenue. The test results provide performance evidence that can guide selection of the recommendation strategy to use in a personalization campaign.

In both cases, the essential capability is controlled traffic allocation combined with outcome measurement, which is what makes an A/B test actionable rather than simply creating multiple content versions. Salesforce's Marketing Cloud Personalization documentation and learning materials describe campaign experimentation and Einstein recommendation configuration: Marketing Cloud Personalization Developer Documentation and Marketing Cloud Personalization Trailhead.

QUESTION NO: 14

In the user interface what is the visual representation of the data about a single visitor including preference?

A. Unified view of customer

B. unified customer profile

C. Single source of truth

D. Single view of customer

E. User profile

ANSWER: E

Explanation:

User profile is the correct term for the interface representation of information collected about one individual visitor in Marketing Cloud Personalization. A user profile consolidates the visitor's known identity and behavioral data into a person-level record that users can inspect in the platform. This includes profile attributes and preference-related information, alongside activity and engagement context gathered across visits and channels. It gives marketers and administrators a practical way to understand an individual's current relationship with the brand, validate the data being captured, and use that information to support relevant personalization.

Marketing Cloud Personalization builds this record as data is received through its tracking and data-collection mechanisms. The profile is therefore the UI-level view of a particular visitor rather than a broad architectural description of a customer-data strategy. Salesforce's Marketing Cloud Personalization learning materials describe how the product collects customer behavior and profile data to enable individualized experiences. See Salesforce Trailhead: Marketing Cloud Personalization Basics and the Marketing Cloud Personalization Developer Documentation for product concepts and implementation guidance.

QUESTION NO: 15

When configuring an A/B test in a campaign, which three elements should a business user define?

A. Experience variants

B. Traffic allocation

C. A success metric

D. Catalog feed

E. Content zone selector

ANSWER: A B C

Explanation:

Experience variants, **traffic allocation**, and **a success metric** are correct. Experience variants provide the alternative treatments that are being compared. Traffic allocation determines the proportion of qualifying visitors who receive each variation. A success metric provides the outcome used to evaluate which variation performs best, such as conversion, revenue, or another configured goal.

A catalog feed is used to ingest and update catalog data, not to configure an A/B test. A content zone selector is defined as part of the web implementation and identifies where an experience can render, rather than determining test allocation or performance measurement. See the Salesforce Marketing Cloud Personalization Campaigns documentation for campaign and experience configuration guidance.