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Topic Break Down

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QUESTION NO: 1

What are three features of the WebSDK when deployed on a website?

A. Configure filters andgoals

B. Rendering campaign for personalisation

C. Identity and cookie management

D. Sitemapping for data collection

E. Loading data from ETL feeds

ANSWER: B C D

Explanation:

The Web SDK supports website data collection and real-time personalization functions. **Rendering campaign for personalisation** is a core capability because the SDK can retrieve applicable server-side campaigns and render campaign content into defined page locations, enabling personalized experiences during a visitor's session. **Identity and cookie management** is also provided by the SDK: it maintains the browser-side identity needed to associate events with a visitor and supports identity handling as visitors are recognized or authenticated. This continuity is essential for using behavioral and profile data in personalization decisions.

Sitemapping for data collection is another central Web SDK feature. A sitemap defines the site's page types, content zones, catalog interactions, and relevant user actions. The SDK uses this configuration to recognize pages and capture the structured interaction events that Salesforce Personalization needs for reporting, audience evaluation, and campaign decisioning. Together, campaign rendering, browser identity management, and sitemap-driven event collection form the principal client-side responsibilities of a Web SDK deployment. Salesforce's implementation guidance is available in the Web SDK documentation and the sitemap implementation guide.

QUESTION NO: 2

Abrand wants to do an ad-hoc export of a new user-defined attributes, what option would they choose?

A. The option to include built-in fields on a segment export

B. The option to exclude anonymous fields on a segment export

C. The option to include all custom fields on a segment export

D. The option to send segment date to Marketing Cloud

ANSWER: C

Explanation:

The option to include all custom fields on a segment export is correct because user-defined attributes in Salesforce Interaction Studio, now Salesforce Marketing Cloud Personalization, are custom fields. When a brand performs an ad-hoc segment export and needs the newly created user-defined attribute in the exported data, it must select the export setting that includes custom fields. This makes the values held in custom user attributes available in the export output alongside the segment membership data, allowing the brand to use the attribute in downstream analysis, activation, or operational processes. The setting is appropriate even when the attribute is new: provided the attribute has been defined and populated for the relevant users, selecting all custom fields ensures it is included without having to rely only on the platform's standard, built-in fields. Salesforce describes how Marketing Cloud Personalization uses customer data and attributes to support segmentation and activation in its Marketing Cloud Personalization basics. For broader product documentation and administrative guidance, see the Salesforce Marketing Cloud Personalization documentation.

QUESTION NO: 3

What would a marketer include if they want to ensure they display recommendations from more than one category?

A. Variation

B. Exclusion

C. Ingredient

D. Booster

ANSWER: A

Explanation:

Variation is correct because variations in Salesforce Interaction Studio (now Marketing Cloud Personalization) allow a marketer to introduce diversity into recommendation results. Rather than presenting a set of recommended items concentrated in a single catalog category, a variation can be configured so the recommendation experience draws from multiple categories. This supports a more balanced, useful set of suggestions for the visitor, particularly when the underlying affinity or behavioral data would otherwise cause closely related items to dominate the recommendation list.

Recommendation recipes determine how items are selected and ranked, while recipe configuration can further shape the final set of items shown in an experience. Including a variation is the appropriate mechanism when the business requirement is category diversity in the displayed recommendations. This lets marketers preserve personalization while reducing repetition and broadening product discovery across the catalog. Salesforce documents recommendation recipes and their configuration as part of Marketing Cloud Personalization's recommendation capabilities. See the Salesforce Developer documentation on recipes and the Marketing Cloud Personalization Developer Guide.

QUESTION NO: 4

Which ETL feed is used to bring campaign tracking data from marketing cloud messaging & journeys or pardot?

A. Product ETL

B. Transaction ETL

C. Manual segment ETL

D. External email campaign events ETL

ANSWER: D

Explanation:

External email campaign events ETL is the feed used to ingest campaign-tracking activity from external email platforms, including Salesforce Marketing Cloud Messaging and Journeys and Pardot (now Marketing Cloud Account Engagement), into Interaction Studio. It brings email campaign and engagement-event data into the platform so that campaign-related customer interactions can be associated with the relevant users and used in downstream analytics, segmentation, and personalization. Typical campaign events include delivery, opens, clicks, bounces, unsubscribes, and other engagement signals made available by the connected messaging platform. This data helps Interaction Studio maintain a unified view of customer engagement across channels and enables marketers to use email-response behavior when evaluating audiences and orchestrating experiences. Salesforce's Interaction Studio documentation describes the use of ETL feeds to import external data, while Salesforce's Account Engagement documentation provides context on tracking prospect engagement with marketing emails and campaigns. See Salesforce Interaction Studio documentation and Salesforce Account Engagement email tracking documentation.

QUESTION NO: 5

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

Explanation:

The **Goal comparison report** is designed for evaluating two objectives side by side and applying a filter to focus the analysis on a particular audience, behavior, or context. In Salesforce Interaction Studio, goals represent measurable visitor outcomes, such as completing a purchase, submitting a form, or reaching a key page. Comparing goal completion rates helps an analyst understand how different objectives perform for the same filtered population, rather than reviewing each goal independently. This makes the report especially useful for assessing whether a campaign, segment, channel, or visitor attribute is associated with stronger completion of one business objective relative to another. The resulting comparison supports optimization decisions by showing the relative performance of the selected goals under the chosen filter conditions. Salesforce Interaction Studio is now commonly referenced as Marketing Cloud Personalization, but its reporting and analytics purpose remains centered on measuring visitor behavior and outcomes. See the Salesforce overview of Marketing Cloud Personalization and the product documentation portal for Salesforce Personalization.

QUESTION NO: 6

What are the three ways segments are used in Interaction studio?

A. Set goals and filters

B. Targeting for campaigns

C. Creation related lists within salesforce CRM

D. Analytics, trends and engagement

E. Recommending products

ANSWER: A B D

Explanation:

In Interaction Studio, now Salesforce Marketing Cloud Personalization, segments are reusable audiences built from visitor, customer, account, or behavioral criteria. **Set goals and filters** is correct because segments can define the population included in a campaign goal and can be applied as filters to constrain where personalization or reporting logic applies. This lets teams measure outcomes for a meaningful audience and ensure that experiences are evaluated or delivered within the intended context.

Targeting for campaigns is correct because campaign rules use segments to identify the users who are eligible to receive a particular web, mobile, email, or other personalized experience. A segment provides an audience definition that can be reused across campaign configurations rather than rebuilding the same criteria repeatedly.

Analytics, trends and engagement is also correct because segments can be used to analyze behavior and engagement for a selected audience. Comparing segmented populations helps marketers identify trends, understand how an audience interacts with content and campaigns, and assess performance for a specific group. Salesforce describes segments as audience definitions that support targeting and analysis in Personalization. See the Salesforce Personalization segments documentation and the Marketing Cloud Personalization product overview.

QUESTION NO: 7

Which feature allows a business user to overlay campaign creation and editing directly on their website?

A. Javascript Beacon

B. Visual Editor

C. Web SDK

D. Web Extension

ANSWER: B

Explanation:

Visual Editor is the Salesforce Interaction Studio (now Marketing Cloud Personalization) feature designed to let business users create and edit web campaigns in context, directly overlaid on the pages of their own site. After the Personalization web implementation is in place, a user can open the Visual Editor against a website URL, select page elements visually, and configure campaign experiences such as messages, content changes, templates, and targeting without needing to work directly in the site's source code for each campaign adjustment.

This in-page, WYSIWYG-style workflow is valuable because the campaign creator sees the actual page layout and can position or modify the experience where visitors will encounter it. The Visual Editor therefore bridges campaign configuration and the live web experience, supporting faster iteration by marketing and business teams while using the site's existing Personalization implementation to deliver the configured campaign. Salesforce's Personalization learning materials describe web campaigns and their visual, on-site authoring workflow in the Marketing Cloud Personalization Quick Look. Additional implementation and web-campaign documentation is available in the Salesforce Personalization Developer Guide.

QUESTION NO: 8

When does site mapping happen during the implementation process?

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

Explanation:

In the middle after certain components like the catalog have been populated is correct. Site mapping in Salesforce Interaction Studio (now Salesforce Personalization) depends on having sufficient knowledge of the site's business structure and data model. In particular, the catalog and its item types, attributes, identifiers, and relationships provide essential context for identifying page types and configuring the appropriate interaction and catalog events. For example, mapping a product-detail page requires a reliable product identifier that corresponds to a catalog item, while category and search pages commonly depend on established catalog taxonomy and product metadata.

Conducting this work after foundational components are available lets the implementation team map URLs, page types, content zones, user actions, and event payloads to the actual site experience rather than to assumptions. The resulting sitemap configuration is therefore aligned with the catalog and can accurately capture the behavioral and product data needed for personalization, segmentation, and recommendations. Salesforce's documentation describes the sitemap as the Web SDK configuration used to identify page types and send the relevant interaction data: Salesforce Personalization Sitemap. Additional implementation guidance for capturing web events is available in the Salesforce Personalization Web SDK documentation.

QUESTION NO: 9

Which two successs metrics can acompany achieve with IS their web channel?

A. Increase in first time visitor

B. Increase in conversion rate

C. Increase in organic search ranking

D. Increase in revenue

ANSWER: B D

Explanation:

Increase in conversion rate and Increase in revenue are appropriate success metrics for Interaction Studio, now Salesforce Marketing Cloud Personalization, on a web channel. The platform collects behavioral data from web visitors and uses it to build visitor profiles, identify audiences, and deliver real-time individualized experiences such as personalized content, product recommendations, and offers. These capabilities are designed to help visitors find relevant products or actions more efficiently, which can be measured through a higher proportion of visitors completing a desired action, such as a purchase, registration, or form submission. That outcome is reflected in conversion rate. When personalized experiences increase completed purchases, improve cross-sell or upsell performance, or raise order value, the business impact can also be measured directly as revenue. Salesforce describes Personalization as supporting real-time personalization across channels using behavioral and profile data, with optimization toward business outcomes. For implementation and measurement, teams should define the relevant conversion event and associate resulting transaction value with the web experience, then compare performance against an appropriate control or baseline. See Salesforce's Marketing Cloud Personalization documentation and the Marketing Cloud Personalization Basics Trailhead module.

QUESTION NO: 10

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. Statistical tracking of KPIs

E. Operational information

ANSWER: A C D

Explanation:

Interaction Studio, now Salesforce Marketing Cloud Personalization, organizes the business data it collects around user behavior, catalog information, and statistical measurement. **User behaviour** is the event-level activity that identifies how known or anonymous visitors engage with digital channels, such as viewing content, searching, adding an item to a cart, or completing a purchase. This behavioral history supports real-time decisions and audience qualification. **Shadow catalog information** represents the catalog data maintained by the platform for products, content, categories, and related attributes; this data lets Personalization connect a user's actions to the relevant item or content object. **Statistical tracking of KPIs** provides the aggregate measurements used to evaluate business outcomes and the performance of experiences, campaigns, and personalization decisions. Together, these three data domains provide the individual activity context, the objects involved in that activity, and the metrics needed to assess results. Salesforce describes Personalization as collecting behavioral data and using catalog and engagement information to power real-time personalization. See the Salesforce Marketing Cloud Personalization documentation and the Marketing Cloud Personalization Trailhead module.

QUESTION NO: 11

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 externalcampaign data

ANSWER: A C

Explanation:

The Event API has a dual role in Salesforce Interaction Studio (now Marketing Cloud Personalization): it records behavioral and profile information from customer interactions, and it can return decisioning results for those interactions. **Capture user attributes and actions** is correct because applications use Event API requests to send events such as page views, purchases, cart activity, and identity or profile attribute updates. This data contributes to the customer profile and supplies the behavioral context used for personalization.

Return campaign responses is also correct because an event request can invoke server-side campaign decisioning. The response can include the applicable campaign content, experience, or other personalization decisions selected for the current user and context. This lets a website, mobile app, or other integration both report an interaction and retrieve the personalization result in the same request-response flow. Salesforce's Event API documentation describes events as the mechanism for transmitting user activity and attributes while receiving campaign decisions and content where appropriate. See the Salesforce Marketing Cloud Personalization Event API documentation for event structure, response behavior, and supported event types.

QUESTION NO: 12

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

Explanation:

Campaigns and **Segments** provide A/B-testing functionality in Salesforce Interaction Studio, now called Marketing Cloud Personalization. Campaigns are the execution layer for personalization experiments: an organization can configure alternative experiences, distribute eligible visitors between those experiences, and measure the selected business outcome, such as engagement or conversion. This provides an evidence-based way to select the experience that performs best for the campaign objective.

Segments support testing by defining and managing the audience populations used in an experiment. They enable marketers to identify the relevant visitor group and establish meaningful test and comparison populations so that campaign performance can be evaluated against the intended audience. Using a precisely defined segment also helps ensure that observed results reflect the tested experience for the desired group rather than an unrelated population.

Together, these capabilities allow a team to target an experiment appropriately, deliver alternate campaign treatments, and evaluate results before applying a winning approach more broadly. Salesforce's Marketing Cloud Personalization learning material provides product context at Marketing Cloud Personalization Basics, and Salesforce documentation can be searched for current A/B-testing guidance at Salesforce Help.