MARKETING-CLOUD-PERSONALIZATION^{Q&As}

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QUESTION 1

Which data feed integrates purchase data into a profile in interaction studio?

A. Interaction feed

B. Conversion feed

C. Transaction feed

D. Catalog feed

Correct Answer: C

QUESTION 2

How does IS define web template?

A. A repeatable framework used to create a web campaign

B. A google Chrome Extension

C. The events and behavior of what will be captured on the websites

D. An area on your site that a developer has configured.

Correct Answer: A

QUESTION 3

Which ETL Feed is used to bring Campaign tracking data from Marketing Cloud messaging and Journeys or Pardot?

A. External Email Campaign Events ETL

B. Transaction ETL

C. Product ETL

D. Manual Segment ETL

Correct Answer: A

QUESTION 4

How many times can a visitor accomplish a goal in interaction studio?

A. It varies depending on the setup of the goal segment

B. Each time a visitor leaves and rejoins the goal segment

C. Only once for all time

D. No more than twice or the goal completion will no longer be counted

Correct Answer: B

QUESTION 5

How many days after the date of upload will files be deleted from the SFTP?

A. 180 days

B. 30 days

C. 60 days

D. 90 days

Correct Answer: C

QUESTION 6

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

Correct Answer: B

QUESTION 7

Which scenario is a valid interaction studio use case?

A. Recommendations in email which are personalised at send time

B. Behavioural targeting with 3rd party audience data

C. Recommendations in email which are personalized at open time

D. Machine learning driven insights within a customer database

Correct Answer: C

QUESTION 8

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How does Guardian determine the expected range for a given metric?

A. Guardian uses continuous machine learning to set predict the expected range

B. Guardian comes with pre-built ranges for each metric, which cannot be configured

C. Guardian uses upper and lower bounds set by the user for each metric.

D. Guardian queries the Data warehouse to establish logical the expected ranges

Correct Answer: D

QUESTION 9

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

Correct Answer: B

QUESTION 10

A business user wants to test the effectiveness of two CTA options, which testing option should the select?

A. Rule Based Testing

B. Variation Testing

C. A/B Testing

D. Time Based Testing

Correct Answer: C

QUESTION 11

How does a developer share web templates from one dataset to another?

A. Deployment manager

B. Copy

C. Download to zip file, upload zip file

D. Clone

Correct Answer: C

QUESTION 12

What are the three types of ingredients available for a recipe?

A. Catalog-based and Trending

B. Recommendations

C. Co-Occurrence

D. Machine Learning

E. Promotions

Correct Answer: ABC

QUESTION 13

What would a marketer include in a recipe if they want the visitor affinity score when showing recommendations?

A. Exclusion

B. Ingredients

C. Booster

D. Variation

Correct Answer: C

QUESTION 14

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

A. Product ETL

B. Transaction ETL

C. Manual segment ETL

D. External email campaign events ETL

Correct Answer: D

QUESTION 15

What are the two competitive advantages of interaction studio? [check]

A. Monitors active time spent and true engagement

B. Integrated content management system

C. Managers Consent

D. True Real-Time Decisioning

Correct Answer: AD

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