



Salesforce

MARKETING-CLOUD-PERSONALIZATION Exam

Marketing Cloud Personalization Accredited Professional Exam

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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

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