Free Questions for Marketing-Cloud-Personalization by dumpshq

Shared by Huffman on 29-01-2024

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Question 1

Question Type: MultipleChoice

What are three ways segments are used in marketing cloud personalization?

Options:

A- Set goal and filtersb)

B- Recommending products

C- Targeting for campaigns

D- Creating related lists within Salesforce CRM

E- Analytics, trends and engagement

Answer:

C, E

Question 2

Question Type: MultipleChoice

A brand wants to do an ad-hoc export of a segment. What option could they use?

Options:

A- The export segment functionality via CSV format

B- The export segment functionality to Amazon S3

C- The export segment functionality via the SOAP API

D- The export segment functionality via JSON payload

Answer:

A

Question 3

Question Type: MultipleChoice

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

Options:

A- External Email Campaign Events ETL

B- Transaction ETL

C- Product ETL

D- Manual Segment ETL

Answer:

A

Question 4

Question Type: MultipleChoice

How often does Marketing Cloud Personalization poll the SFTP for new files for ingestion?

Options:

A- Immediately

B- Every 15 minutes

C- Hourly

D- Daily

Answer:

B

Question 5

Question Type: MultipleChoice

What is the purpose of defining content zones in the sitemap?

Options:

A- To define where campaigns can render on a website

B- To report on web campaign performance

C- To specify the size of the content that will be used

D- To ingest catalog information from the page

Answer:

A

Question 6

Question Type: MultipleChoice

ETL feeds must follow explicit specifications and requires which type of file format?

Options:

A- CSV

B- JSON

C- Binary

D- TextDocs

Answer:

A

Question 7

Question Type: MultipleChoice

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

Options:

A- Interaction feed

B- Conversion feed

C- Transaction feed

D- Catalog feed

Answer:

C

Question 8

Question Type: MultipleChoice

What are two ways to populate the interaction studio catalog? [check]

Options:

A- ETL Feed

B- Third-party integration

C- Web sdk

D- Email pixel

Answer:

A, C

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