

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:

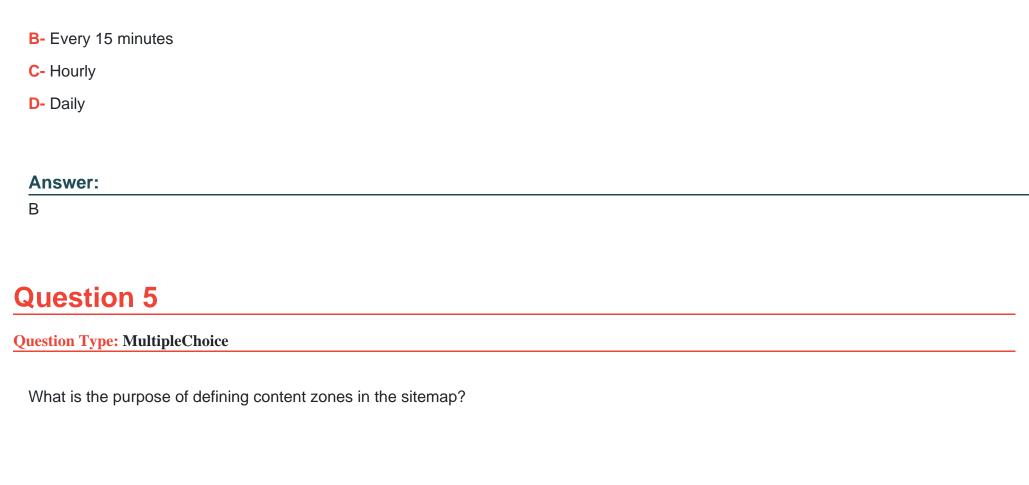
Α

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



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

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:	

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:

С

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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