



# Free Questions for Marketing-Cloud- Personalization

Shared by Moran on 12-12-2023

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## Question 1

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Question Type: MultipleChoice

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What is the interaction studio terminology for the collection of products and content as well as related categories and tags - such as brand, gender, style, keyword and author?

Options:

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- A- Dimensions
- B- Channel
- C- Directory
- D- Catalog



Answer:

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A

## Question 2

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Question Type: MultipleChoice

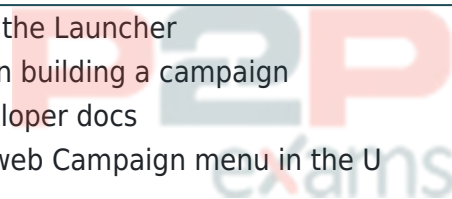
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Where can a developer access pre-built Global Templates?

Options:

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- A- View List Template option in the Launcher
- B- From the Templates list when building a campaign
- C- From code examples in developer docs
- D- Templates menu under the web Campaign menu in the U



Answer:

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D

## Question 3

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Question Type: MultipleChoice

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Which role would the admin assign a user if they need to view everything in interaction studio

and create, update, publish and delete campaigns and recipes?

Options:

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- A- Viewer
- B- Campaign editor
- C- Editor
- D- Campaign author

Answer:

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B



## Question 4

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Question Type: MultipleChoice

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

Options:

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- A- Immediately
- B- Every 15 minutes
- C- Hourly
- D- Daily

Answer:

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B



## Question 5

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Question Type: MultipleChoice

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What is the maximum number of user attributes you can setup per dataset?

Options:

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- A- 100

- B- 50
- C- 250
- D- 500

Answer:

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A

## Question 6

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Question Type: MultipleChoice

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Which scenario is a valid interaction studio use case?

Options:

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- 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

Answer:

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C

## Question 7

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Question Type: MultipleChoice

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

Options:

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- A- The option to exclude anonymous fields on a segment export
- B- The option to include all custom fields on a segment export
- C- The option to include built-in fields on a segment export
- D- The option to send segment data to Marketing Cloud

Answer:

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B

## Question 8

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Question Type: MultipleChoice

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How does interaction studio deliver technical value to marketers? [Check]

Options:

- 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

Answer:

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B

## Question 9

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Question Type: MultipleChoice

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What are Marketing Cloud Personalization's machine learning powered algorithms called?

Options:

- A- Data Science Workbench
- B- Machine Learning Tools
- C- Einstein Decisions
- D- Einstein Recipes

Answer:

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D

## Question 10

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Question Type: MultipleChoice

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In the user interface what is the visual representation of the data about a single visitor including preference?

Options:

- A- Unified view of customer
- B- unified customer profile
- C- Single source of truth
- D- Single view of customer



Answer:

B

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## Question 11

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Question Type: MultipleChoice

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In which two locations in the page Type definition can a developer pass in attributes?

Options:

- A- is Match
- B- onActionEvent
- C- cashDom
- D- listeners



Answer:

B, D

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## Question 12

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Question Type: MultipleChoice

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A business user created a segment to track everyone that has looked at the homepage today.

How long does it take for a web visitor to join the ..... After viewing the homepage?

Options:

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A- Immediate

Answer:

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A



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