Question 1

Which global template do you select and customize to provide product recommendations on the homepage?

Options:

A- InfoBar with CTA

B- Einstein Product Recommendations

C- Einstein Content Recommendations

D- Banner with CTA

Answer:

B

Question 2

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

Options:

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
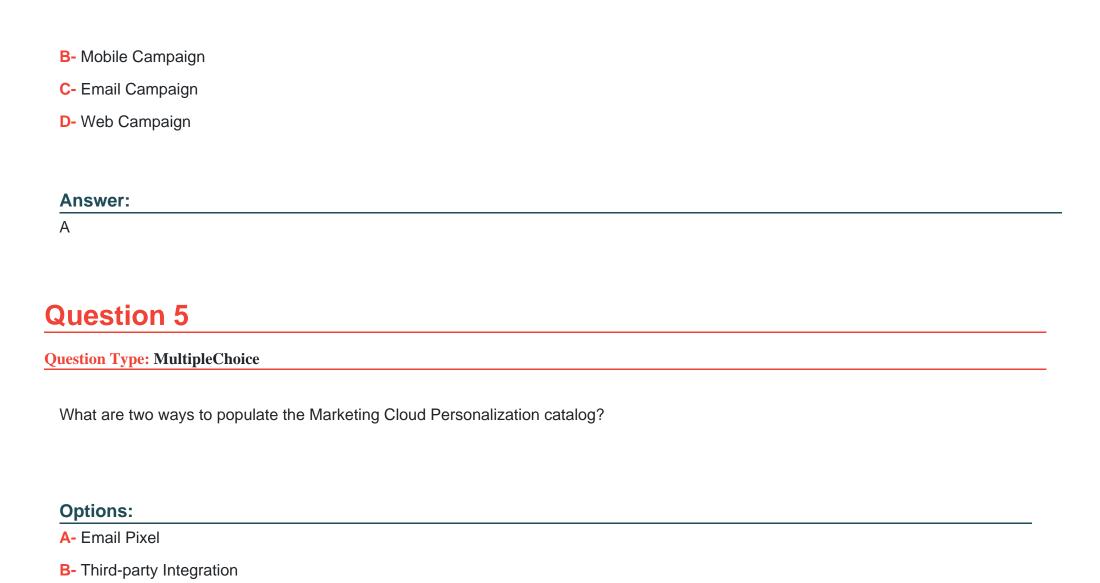
Answer:

B

Question 3

Question Type: MultipleChoice

How many total global goals and filters can you define for your dataset in Marketing Cloud Personalization?

Options:

A- 25 filters and 25 goals

B- Unlimited

C- 300 total between filters and goals

D- 64 total between filters and goals

Answer:

D

Question 4

Question Type: MultipleChoice

Which campaign type needs to be configured to set up the Marketing Cloud Personalization Connector for Sales and Service Clouds?

Options:

A- Server-Side Campaign

B- Mobile Campaign

C- Email Campaign

D- Web Campaign

Answer:

A

Question 5

Question Type: **MultipleChoice**

What are two ways to populate the Marketing Cloud Personalization catalog?

Options:

A- Email Pixel

B- Third-party Integration

C- ETL Feed

D- Web SDK

Answer:

C, D

Question 6

Question Type: **MultipleChoice**

Which data feed integrates external system data into a user's profile leveraging identity attributes?

Options:

A- Interaction Feed

B- Catalog Feed

C- User Feed

D- Identity Feed

Answer:

C

Question 7

Question Type: MultipleChoice

Which two components does a user need to configure in Marketing Cloud Personalization to display Einstein product recommendations via the Marketing Cloud Personalization Connector for Sales and Service Cloud?

Options:

A- Catalog Items

B- Promotions

C- Einstein Recipes

D- Einstein Decisions

Answer:

A, C

Question 8

Question Type: MultipleChoice

What are the three primary areas of data stored in Marketing Cloud Personalization which represent a company's key business information?

Options:

A- Shadow catalog information

B- User behaviors

C- Statistical tracking of KPIs

D- Employee performance

E- Operational information

Answer:

A, B, C

Question 9

Question Type: MultipleChoice

Which two success metrics can a company achieve with Marketing Cloud Personalization on their web channel?

A- Increase in organic search ranking

B- Increase in conversion rate

C- Increase in revenue

D- Increase in first time visitors

Answer:

A, B

Question 10

Question Type: **MultipleChoice**

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

Options:

A- Channel

B- Objects

C- Directory

D- Catalog

Answer:

D

Question 11

Question Type: MultipleChoice

A customer receives emails from her favorite brand that are not personalized to her interest. What Marketing Cloud Personalization feature will help improve this customer's experience?

Options:

A- Rule-based targeting

B- Open time email

C- Surveys

D- A/B testing

Answer:

A

Question 12

Question Type: MultipleChoice

In the user interface, what is the visual representation of the data about a single visitor including preferences and affinities?

Options:

A- Single view of customer

B- Unified customer profile

C- Unified view of customer

D- Single Source of Truth

Answer:

B