



Free Salesforce Marketing Cloud Personalization Accredited Professional (AP-216) Practice Questions

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Question 1

Question Type: MultipleChoice

If a developer needs to test a website where a beacon from a different dataset has been deployed, which feature of the Evergage Launcher needs to be enabled to simulate?

Options:

- A- Developer tools
- B- Force SDK URL
- C- Campaign Debugger
- D- Inject SDK



Answer:

B

Explanation:

When testing a website where a beacon from a different dataset is deployed, the Force SDK URL feature in the Evergage Launcher is used.

This allows developers to load and simulate a different dataset by specifying the SDK URL, enabling them to troubleshoot and test scenarios accurately.

Salesforce Interaction Studio Developer Documentation - Evergage Launcher



Question 2

Question Type: MultipleChoice

If a developer needs to test a website where a beacon from a different dataset has been deployed, which feature of the Evergage Launcher needs to be enabled to simulate?

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Salesforce Interaction Studio Developer Documentation - Evergage Launcher

Question 3

Question Type: MultipleChoice

Event API requests are made using what two content types (Choose 2)?

Options:

- A- CSV
- B- XML
- C- Form URL encoded
- D- JSON

Answer:

C, D

Explanation:

Event API requests in Interaction Studio can be made using the following content types:

Form URL Encoded: Suitable for sending event data in a simple key-value format.

JSON: Commonly used for complex data structures, offering flexibility and compatibility.

Reference: Salesforce Interaction Studio Event API Documentation.

Question 4

Question Type: MultipleChoice

What two fields can a web developer specify for defining a Content Zone?

Choose 2 answers

Options:

- A- The CSS selector of the DOM element.
- B- The associated page type
- C- The dimensions of the Content Zone.
- D- The name of the Content Zone.

Answer:

A, D

Explanation:

The CSS selector of the DOM element (Answer A):

Identifies the exact HTML element on the page where the content will render.

The name of the Content Zone (Answer D):

Provides a unique identifier for the zone, used in campaign setup and tracking.

Salesforce Marketing Cloud Documentation - Defining Content Zones

Question 5

Question Type: MultipleChoice

What interaction studio component contains experiences and messages you design to personalize the interaction a visitor has with your channels?

Options:

- A- Recipes
- B- Templates
- C- Audiences
- D- Campaigns

Answer:

D

Explanation:

In Interaction Studio, Campaigns are the components that:

Contain the experiences and messages designed to personalize interactions.

Campaigns define how content is delivered, where it appears, and to whom it is targeted based on personalization rules.

Salesforce Interaction Studio Documentation - Campaigns

Question 6

Question Type: MultipleChoice

What ingredient could a marketer use as a backup in the event that the recipe serves too few or no items?

Options:

- A- Co-Buy
- B- Co-Browse
- C- Trending
- D- SmartBundle

Answer:

C

Explanation:

The Trending ingredient is often used as a backup in recipes to ensure that popular products or content are displayed when no personalized recommendations are available.

Question 7

Question Type: MultipleChoice

What three features are used to support mobile web personalization?

Options:

- A- SiteMap
- B- Web SDK
- C- Mobile SDK
- D- Mobile Data Campaign
- E- Templates

Answer:

A, B, E

Explanation:

In Salesforce Marketing Cloud Personalization (formerly Interaction Studio), delivering personalization on mobile web (i.e., when users visit your website on a mobile device browser) relies on several configuration and implementation features. The three core features from the listed options are:

SiteMap (A)

Web SDK (B)

Templates (E)

Below is an overview of how each relates to mobile web personalization:

1. SiteMap (A)

What It Does

In Marketing Cloud Personalization, you can configure a "SiteMap" that helps define the structure and pages of your website for the personalization engine. Think of it as an organized reference of your web pages so that Personalization can identify which page a visitor is on, where to track events, and how to contextualize those events (e.g., category pages, detail pages).

Why It Matters for Mobile Web

Whether a visitor is on a desktop browser or a mobile browser, the site structure remains consistent. A proper SiteMap helps the platform accurately track and classify visits, clicks, and other interactions on mobile web pages.

Salesforce Reference

Salesforce Help: Define Your SiteMap

Explains how to set up a sitemap for capturing site structure, which is essential for correct data capture on both desktop and mobile.

2. Web SDK (B)

What It Does

The Web SDK is the JavaScript snippet (sometimes called the "Collect Code" or "Tag") embedded in your web pages. It captures real-time behavioral data (page views, clicks, cart events, etc.) and sends it to the Personalization platform.

Why It Matters for Mobile Web

Mobile web is simply your website viewed on a smaller screen. The Web SDK tracks user interactions the same way--no separate "mobile-specific" code is required for responsive sites.

By including the Web SDK on all mobile-responsive pages, you collect the necessary data for real-time personalization (recommendations, campaigns, etc.).

Salesforce Reference

Salesforce Help: Personalization Web SDK

Details how to implement and configure the snippet to track user behavior across different devices and screen sizes.

3. Templates (E)

What They Are

Templates in Personalization define how personalized experiences (like banners, pop-ups, product recommendation carousels) look and behave when rendered on your website.

They can be configured to be responsive, ensuring they display properly on different screen

resolutions, including mobile phones and tablets.

Why They Matter for Mobile Web

By designing responsive or mobile-friendly templates, you ensure that any personalized content or recommendation component displays seamlessly on a mobile browser.

Templates also allow you to fine-tune styling, layout, and logic specifically for smaller screens.

Salesforce Reference

Salesforce Help: Templates Overview

Shows how to create and manage templates for both desktop and mobile presentation.

Why Not the Other Options?

C . Mobile SDK

The Mobile SDK is used for native mobile app personalization (iOS and Android apps), not for websites viewed on a mobile device's browser. For "mobile web," you still rely on the Web SDK.

D . Mobile Data Campaign

Typically relates to push notifications or SMS campaigns in other parts of Salesforce Marketing Cloud (e.g., MobilePush, MobileConnect). These are not directly used for on-site mobile web personalization.

Question 8

Question Type: MultipleChoice

Which three components of a server side campaign must be coded by a developer?

Options:

- A- Campaign Setip
- B- Parsing the JSON Response
- C- Tracking of campaign statisticsd
- D- Content Selection
- E- EVENT API Request

Answer:

B, D, E

Explanation:

Parsing the JSON Response: Developers need to process the JSON response from the server to render the appropriate campaign content.

Content Selection: Logic for dynamically selecting and displaying content based on campaign rules must be implemented.

EVENT API Request: Developers use the Event API to send data to Interaction Studio for real-time personalization.

Question 9

Question Type: MultipleChoice

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:

D

Explanation:

Marketing Cloud Personalization's machine learning-powered algorithms are referred to as Einstein Recipes.

They enable personalized recommendations and decisions by combining machine learning models with business logic.

Marketers can customize these recipes to optimize recommendations based on specific use cases.

Question 10

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

Explanation:

The Unified Customer Profile visually represents data about a single visitor, including preferences, affinities, and behaviors. It provides a comprehensive view of the customer's interactions across channels.

Reference: Salesforce Interaction Studio User Profile Documentation.

Question 11

Question Type: MultipleChoice

How does a marketer perform an A/B test in Web Campaigns?

Options:

- A- Create multiple events
- B- Create multiple web templates
- C- Create multiple web campaigns

D- Create multiple experiences

Answer:

D

Explanation:

In web campaigns, an A/B test is performed by creating multiple experiences. Each experience represents a variation of the content or layout, and Interaction Studio compares their performance based on predefined metrics.

Reference: Salesforce Interaction Studio A/B Testing in Web Campaigns Guide.



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