



Free Questions for Marketing-Cloud- Personalization

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Question 1

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 2

Question Type: MultipleChoice

What would a marketer include in a Recipe if they don't want to display recommendations for products priced less than \$15?

Options:

- A- Variation

- B- Booster
- C- Exclusion
- D- Elimination

Answer:

C

Explanation:

To prevent recommendations for products priced under \$15 in a Marketing Cloud Personalization recipe, marketers should utilize the Exclusion ingredient. This powerful feature allows for fine-grained control over recommendations by specifying criteria that disqualify certain items from being suggested.

Here's how the Exclusion ingredient works:

Defining exclusion criteria: Within the recipe, marketers can define specific criteria that exclude products from the recommendation set. In this case, the exclusion criterion would be 'price less than \$15.'

Filtering recommendations: When the recipe generates recommendations, the Exclusion ingredient filters out any products that meet the defined criteria. This ensures that only products priced \$15 or higher are included in the final recommendations.

Flexibility: Exclusions can be based on various product attributes or dimensions, providing flexibility in tailoring recommendations. This allows marketers to create highly targeted recommendations that align with campaign goals and customer preferences.

Question 3

Question Type: MultipleChoice

What controls how content and product recommendations display in an open time email campaign?

Options:

- A- Campaign Template
- B- Promotion Eligibility
- C- Catalog Setup
- D- Item Template

Answer:

D

Explanation:

In Marketing Cloud Personalization's open-time email campaigns, the Item Template is the crucial component that dictates how content and product recommendations are displayed within the email. This template acts as a blueprint, defining the layout, styling, and overall presentation of the personalized elements.

Here's how Item Templates work:

Defining the structure: Item Templates use HTML and CSS to define the visual structure of the email content. This includes elements like image sizes, text formatting, spacing, and the overall arrangement of recommended items.

Personalization placeholders: The template includes placeholders that are dynamically populated with personalized content when the email is opened. This ensures that each recipient sees recommendations tailored to their individual preferences.

Customization: Marketers can create multiple Item Templates to cater to different email campaigns or design aesthetics. This allows for flexibility in how recommendations are presented, ensuring consistency with brand guidelines and campaign objectives.

Question 4

Question Type: MultipleChoice

What are base item types that an administrator can use in a Catalog?

Options:

- A- Product, Category, Article
- B- Name, Dimensions, Attributes
- C- Product, Article, Blog Post
- D- Product, Name, Description

Answer:

A

Explanation:

The base item types in a Catalog include Product, Category, and Article, which form the foundation for creating personalized recommendations and content delivery.

In Marketing Cloud Personalization, administrators can utilize the following base item types when constructing a catalog:

Product: This represents the core item type for most catalogs, encompassing individual products or services offered by a business. Each product typically includes attributes like name, description, price, image, and other relevant details.

Category: Categories provide a hierarchical structure for organizing products within a catalog. This allows for easier navigation, filtering, and browsing for both users and marketers. Categories can be nested to create multiple levels of organization.

Article: Articles represent informational content related to products or services. This can include blog posts, news articles, product reviews, or any other content that provides valuable context or insights to users.

Question 5

Question Type: MultipleChoice

How quickly does Marketing Cloud Personalization synthesize and activate data to gauge and respond to an individual's in-the-moment intent, across channels?

Options:

- A- 1 minute
- B- 30 milliseconds
- C- 30 seconds
- D- 1 second

Answer:

B

Explanation:

Marketing Cloud Personalization synthesizes and activates data within 30 milliseconds, enabling

real-time personalization and decision-making across channels.

Reference: Salesforce Interaction Studio Real-Time Engagement Documentation.

Question 6

Question Type: MultipleChoice

When configuring a new Identity Attribute which setting would you use if the attribute is unique to an individual across the entire dataset?



Options:

- A- Identity Namespace
- B- Identity String
- C- Not Unique
- D- Unique

Answer:

D

Explanation:

When configuring a new Identity Attribute, the Unique setting is used if the attribute uniquely identifies an individual across the entire dataset, ensuring accurate identification and segmentation.

Reference: Salesforce Interaction Studio Identity Management Guide.



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