



Salesforce Marketing Cloud Personalization Accredited Professional (AP-216) Mock Exam

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Question 1

Question Type: MultipleChoice

If you want to compare the completion of two objectives based on a filter, what report would you use?

Options:

- A- Visitor behaviour report
- B- Referring sources report
- C- Goal completion report
- D- Goal comparison report

P2P
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Answer:

D

Explanation:

The Goal Comparison Report allows you to compare the completion rates of two objectives based on filters. This report helps in understanding the relative performance of different goals under the same conditions.

Reference: Salesforce Interaction Studio Reports Guide.

Question 2

Question Type: MultipleChoice

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

Options:

- A- 100
- B- 50
- C- 250
- D- 500

P2P
exams

Answer:

A

Question 3

Question Type: MultipleChoice

A brand's website is seeing high traffic, but much of the behavior is anonymous. How does Marketing Cloud Personalization identities?

Options:

- A- Marketing Cloud Personalization synchronizes anonymous and known profiles once a day based on online traffic and data from offlineb)
- B- Marketing cloud personalization uses probabilistic matching to determine if two or more profiles represent the same identity
- C- Marketing cloud personalization constantly monitors identifying information, then uses deterministic matching to determine if two same identity
- D- marketing cloud Personalization uses third party software to match anonymous and known identities

Answer:

B

Explanation:

Marketing Cloud Personalization uses probabilistic matching techniques to unify anonymous and known identities.

It evaluates behavioral patterns, device data, and other signals to determine if multiple profiles belong to the same user.

Once sufficient data overlap is identified, profiles are merged for personalized interactions.

[Salesforce Interaction Studio Documentation - Identity Matching](#)

Question 4

Question Type: MultipleChoice

A brand is testing three campaigns, each one with a control experience. Which segment type can the brand setup to make sure the same group always gets the control experience?

Options:

- A- Third party segment
- B- Control group segment
- C- A/B test segment
- D- Location-based segment

Answer:

B

Explanation:

To ensure the same group of users always gets the control experience:

Control Group Segment:

Define a segment specifically for control group allocation.

This segment ensures consistency across campaigns, maintaining the same group in the control experience.

[Salesforce Interaction Studio Documentation - A/B Testing and Control Groups](#)

Question 5

Question Type: MultipleChoice

Which entry source event type needs to be configured for a journey to be used in the segment join to journey builder feature?

Options:

- A- Audience
- B- Salesforce data
- C- API

D- Date based

Answer:

A

Explanation:

To enable the segment join to Journey Builder feature in Interaction Studio:

The Audience entry source event type must be configured.

This allows segments created in Interaction Studio to be synchronized with Journey Builder, triggering journeys based on segment membership.

[Salesforce Interaction Studio Documentation - Journey Integration](#)

Question 6

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:

B, C, E

Explanation:

Recommending Products: Segments enable personalized recommendations based on user behavior and preferences.

Targeting for Campaigns: Segments define audiences for specific campaigns, ensuring relevance

and higher engagement.

Analytics, Trends, and Engagement: Segments provide insights into user behavior, enabling trend analysis and engagement tracking.

In Salesforce Marketing Cloud Personalization (formerly Interaction Studio), segments are used to group individuals (customers or prospects) who meet specific criteria. Once those segments are created, they can be leveraged throughout the platform for various purposes, including:

1. Recommending Products (Option B)

How It Works

Segments inform recipes (or recommendation algorithms) which users or cohorts should receive certain product recommendations. For instance, you may use a segment of "High-Value Shoppers" to serve premium product recommendations or curated product bundles.

Salesforce Reference

[Salesforce Help: Personalization Recipe Builder Explains how user segments \(e.g., VIP shoppers, first-time visitors\) can be used to tailor recommendations.](#)

2. Targeting for Campaigns (Option C)

How It Works

Campaigns in Personalization are often configured to display specific messages or experiences to users in designated segments (e.g., "Cart Abandoners," "Frequent Visitors," or "New Customers").

By using segments for campaign targeting, marketers can deliver highly relevant content, offers, or messages to each group.

Salesforce Reference

[Salesforce Help: Personalization Campaigns Overview Describes how segments are a key part of campaign setup to ensure the right audience sees the right message.](#)

3. Analytics, Trends, and Engagement (Option E)

How It Works

Segments play a crucial role in reporting and analytics by breaking down user engagement, trends, and conversion metrics. For example, you can compare how different segments interact with your site or app, track revenue contributions, or measure campaign success by segment.

Salesforce Reference

[Salesforce Help: Personalization Analytics and Reporting Demonstrates how segments can be used to view performance metrics \(e.g., revenue, click-through rates, conversion rates\) for](#)

specific user cohorts.

Why Not the Other Options?

A . Set goal and filters

While "goals" (e.g., for A/B Testing or Key Performance Indicators) may use filters, this is generally done in the recipe or campaign configuration rather than specifically referencing segments in the UI. It's not a top-level documented use case alongside the above "core three" uses.

D . Creating related lists within Salesforce CRM

Personalization can pass certain engagement data back to Salesforce CRM (Sales or Service Cloud), but creating "related lists" directly within the CRM from these segments is not a primary, out-of-the-box capability for "segment usage." Salesforce CRM lists are usually managed by standard CRM features rather than the segmentation engine in Personalization.

Summary

In Salesforce Marketing Cloud Personalization, segments are primarily used for:

Recommending Products (B)

Targeting for Campaigns (C)

Analytics, Trends, and Engagement (E)

These three use cases enable you to tailor individualized experiences, leverage those same audiences for tailored campaigns, and glean actionable insights through rich analytics and reporting.

Question 7

Question Type: MultipleChoice

What three components can a web developer define by pageType?

Options:

A- Item Actions

B- Campaign

C- Goals

D- Content Zones

E- Capturing Attribute

Answer:

A, D, E

Explanation:

In Salesforce Marketing Cloud Interaction Studio (Marketing Cloud Personalization), pageType is a critical concept for defining the structure and behavior of web pages. A web developer can specify several components by using pageType, enabling Interaction Studio to properly capture data, define user interactions, and deliver personalized content.

1. Item Actions

What It Is: Developers define item actions to specify the types of actions that users can take on the page. These actions allow Interaction Studio to track specific user behaviors and interactions with items (e.g., clicking, adding to cart, or viewing details).

Purpose:

To enable the platform to log user activity for analytics and personalization.

To define actionable items on the page for recommendations or offers.

Example:

A developer sets up 'Add to Cart' and 'View Product' actions for product pages.

[Documentation Reference: Item Actions in Interaction Studio.](#)

2. Content Zones

What It Is: Content zones are specific areas on a web page where personalized content can be dynamically displayed. Developers define these zones by pageType to ensure personalized content is delivered in the correct location.

Purpose:

To designate sections of a webpage for personalization.

To enable seamless integration of Interaction Studio's campaigns and recommendations.

Example:

A developer defines a 'Hero Banner Zone' or 'Sidebar Recommendations Zone' for a pageType associated with a homepage or product page.

[Documentation Reference: Defining Content Zones.](#)

3. Capturing Attribute

What It Is: Capturing attributes involves defining data fields or properties that Interaction Studio

should capture when a pageType is loaded. These attributes provide context about the user, items, or page to support personalization and analytics.

Purpose:

To enrich Interaction Studio's dataset with key metadata for better targeting and reporting.

To capture information like product IDs, categories, or user actions on specific page types.

Example:

A developer captures attributes such as 'Product Name,' 'Category,' or 'Price' on a product page.

[Documentation Reference: Capturing Attributes in Interaction Studio.](#)

Why Other Options Are Not Correct

B . Campaign:

Campaigns are created and managed separately in Interaction Studio. They are not a component of pageType.

C . Goals:

Goals refer to specific outcomes or KPIs defined within Interaction Studio campaigns, not something defined by pageType.

Documentation Reference

[PageType Configuration in Interaction Studio.](#)



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