



**Free Questions for Marketing-Cloud-Personalization by  
certsdeals**

**Shared by Mercer on 15-04-2024**

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## Question 1

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**Question Type:** MultipleChoice

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Which two items can be included in the total engagement score calculation?

**Options:**

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- A- Identity merge date
- B- Visits
- C- Actions
- D- Time of Day

**Answer:**

---

B, C

## Question 2

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**Question Type:** MultipleChoice

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Which development language is used to code the sitemap?

**Options:**

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A- Python

B- Javascript

C- jQuery

D- Ampscript

**Answer:**

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B

## Question 3

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**Question Type: MultipleChoice**

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What are three areas a business user can apply custom catalog dimensions?

**Options:**

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- A- Template filtering
- B- Segmentation
- C- Reporting
- D- Recipe exclusions and boosting
- E- Campaign targeting

**Answer:**

---

C, D, E

## Question 4

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**Question Type: MultipleChoice**

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When using B2B Detect, which two options are valid account origins?

**Options:**

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- A- IP address
- B- Time of day
- C- Customer date of birth
- D- Account Domain

**Answer:**

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A, D

## Question 5

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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:**

---

A

## Question 6

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**Question Type:** MultipleChoice

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

**Options:**

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

**Answer:**

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D

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