Free Questions for Marketing-Cloud-Personalization by certsinside

Shared by Carter on 08-11-2022

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Question 1

Question Type: MultipleChoice

Which ingredient shows a visitor products or content based on a 'people like me' algorithm?

Options:

A- Similar Items

B- Trending

C- Co-Browse

D- Collaborative Filtering

Answer:

D

Question 2

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, C, E

Question 3

Question Type: **MultipleChoice**

Where can a developer access pre-built Global Templates?

Options:

A- View List Template option in the Launcher

B- From the Templates list when building a campaign

C- From code examples in developer docs

D- Templates menu under the web Campaign menu in the U

Answer:

D

Question 4

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:

C, D, E

Question 5

Question Type: MultipleChoice

A business user wants to test the effectiveness of two CTA options, which testing option should the select?

Options:

A- Rule Based Testing

B- Variation Testing

C- A/B Testing

D- Time Based Testing

Answer:

C

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