

# MARKETING-CLOUD- PERSONALIZATION<sup>Q&As</sup>

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**QUESTION 1**

What three components are defined by the developer in the Sitemap?

- A. Page Types
- B. Events
- C. Promotions
- D. Campaigns
- E. Content Zones

Correct Answer: ABE

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**QUESTION 2**

How does Guardian determine the expected range for a given metric?

- A. Guardian uses continuous machine learning to set predict the expected range
- B. Guardian comes with pre-built ranges for each metric, which cannot be configured
- C. Guardian uses upper and lower bounds set by the user for each metric.
- D. Guardian queries the Data warehouse to establish logical the expected ranges

Correct Answer: D

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**QUESTION 3**

What are the three types of ingredients available for a recipe?

- A. Catalog-based and Trending
- B. Recommendations
- C. Co-Occurrence
- D. Machine Learning
- E. Promotions

Correct Answer: ABC

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**QUESTION 4**

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

Personalization identities?

- A. Marketing Cloud Personalization synchronizes anonymous and known profiles once a day based on online traffic and data from offline)
- 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

Correct Answer: B

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#### QUESTION 5

Which development language is used to code the sitemap?

- A. Python
- B. Javascript
- C. jQuery
- D. Ampscript

Correct Answer: B

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