

MARKETING-CLOUD- PERSONALIZATION^{Q&As}

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QUESTION 1

A brand wants to do an ad-hoc export of a segment. What option could they use?

- A. The export segment functionality via CSV format
- B. The export segment functionality to Amazon S3
- C. The export segment functionality via the SOAP API
- D. The export segment functionality via JSON payload

Correct Answer: A

QUESTION 2

A brand wants to view campaign performance of specific groups of users. How would they view this within the platform?

- A. Use a segment to setup a filter, then use the filter in campaign statistics
- B. Use a segment to set a global goal
- C. Use a segment to specify certain actions, which can be set as the goal for a campaign
- D. Use engagement compare functionality to see the differences in key metrics and behaviours

Correct Answer: A

QUESTION 3

What is the rule criteria that you can use in the segment creation process?

- A. Actions
- B. Social mentions
- C. Email click throughs
- D. Dimensions

Correct Answer: A

QUESTION 4

When should you define goals and filters?

- A. After launching a campaign that you want to measure against a goal or filter
- B. Over time, when you have something new you want to measure

- C. When you are reviewing campaign statistics for a published campaign
- D. Before launching a campaign that you want to measure against a goal or filter

Correct Answer: C

QUESTION 5

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

- A. Similar Items
- B. Trending
- C. Co-Browse
- D. Collaborative Filtering

Correct Answer: D

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