

MARKETING-CLOUD- PERSONALIZATION^{Q&As}

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QUESTION 1

Which data feed integrates external system data into a user's profile leveraging identity attributes?

- A. Identity feed
- B. Catalog Feed
- C. Interaction feed
- D. User Feed

Correct Answer: D

QUESTION 2

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

QUESTION 3

The sitemap provides the functionality that enables IS to identify which three items?

- A. Page types
- B. content zones
- C. attributes
- D. campaign
- E. Templates

Correct Answer: ABC

QUESTION 4

What would a marketer include if they want to ensure they display recommendations from more than one category?

- A. Variation
- B. Exclusion
- C. Ingredient
- D. Booster

Correct Answer: A

QUESTION 5

Which role would the admin assign a user if they need to view everything in interaction studio and create, update, publish and delete campaigns and recipes?

- A. Viewer
- B. Campaign editor
- C. Editor
- D. Campaign author

Correct Answer: B

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