

Exam Code: Marketing Cloud Personalization Accredited Professional

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Exam A

QUESTION 1

What two features of Marketing Cloud Personalization have functionality to perform an A/B Test?

- A. Campaigns
- B. Segments
- C. Recipes
- D. Templates

Correct Answer: A, B

Section:

QUESTION 2

What are the components of an Marketing Cloud Personalization web campaign?

- A. Email capture, homepage, and product requisite
- B. Affinity, infobar, and attribution window
- C. Configured recipe, visitor profile, and content window
- D. Experience, template, and content zone

Correct Answer: D

Section:

QUESTION 3

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 segment after viewing the homepage?

- A. Real-time
- B. 15 minutes
- C. 1 hour
- D. 30 minutes

Correct Answer: A

Section:

QUESTION 4

How does a marketer perform an A/B test in Web Campaigns?

- A. Create multiple events
- B. Create multiple web templates
- C. Create multiple web campaigns
- D. Create multiple experiences

Correct Answer: D



Section:

QUESTION 5

When configuring a new Identity Attribute which setting would you use if the attribute is unique to an individual across the entire dataset?

- A. Identity Namespace
- B. Identity String
- C. Not Unique
- D. Unique

Correct Answer: D

Section:

QUESTION 6

How quickly does Marketing Cloud Personalization synthesize and activate data to gauge and respond to an individual's in-the-moment intent, across channels?

- A. 1 minute
- B. 30 milliseconds
- C. 30 seconds
- D. 1 second

Correct Answer: B

Section:

QUESTION 7

Which global template do you select and customize to provide product recommendations on the homepage?

- A. InfoBar with CTA
- B. Einstein Product Recommendations
- C. Einstein Content Recommendations
- D. Banner with CTA

Correct Answer: B

Section:

QUESTION 8

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

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

Correct Answer: C

Section:

QUESTION 9



How are anonymous visitors tracked?

- A. Marketing Cloud Personalization assigns a unique alphanumeric identifier using a 3rd-party cookie.
- B. The customer must assign a unique alphanumeric identifier using a first-party cookie.
- C. The browser assigns a 3rd party cookie
- D. Marketing Cloud Personalization assigns a unique alphanumeric identifier using a first-party cookie.

Correct Answer: D

Section:

QUESTION 10

What qualifies a web visitor to see any experience of a web campaign?

- A. Campaign tracking rules
- B. Einstein Next Best Action
- C. Einstein Recipe Ingredients
- D. Email campaign rules

Correct Answer: C

Section:

QUESTION 11

How does a developer share web templates from one dataset to another?

- A. Deployment manager
- B. Copy
- C. Download to zip file, upload zip file
- D. Clone

Correct Answer: C

Section:

QUESTION 12

How does IS define web template?

- A. A repeatable framework used to create a web campaign
- B. A google Chrome Extension
- C. The events and behavior of what will be captured on the websites
- D. An area on your site that a developer has configured.

Correct Answer: A

Section:

QUESTION 13

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: A, B, C

Section:

QUESTION 14

How are anonymous visitors tracked?

- A. Interaction studio assigns a unique alphanumeric identifier using a first-party cookie
- B. Interaction studio assigns a unique alphanumeric identifier using a 3rd party cookie
- C. The customer must assign a unique alphanumeric identifier using a first-party cookie
- D. The browser assigns a 3rd party cookie

Correct Answer: A

Section:

QUESTION 15

If a developer needs to test a website where a beacon from a different dataset has been deployed, which feature of the Evergage Launcher needs to be enabled to simulate?

- A. Developer tools
- B. Force SDK URL
- C. Campaign Debugger
- D. Inject SDK

Correct Answer: B

Section:

QUESTION 16

What is the best practice naming convention for attributes?

- A. UpperCamelCase
- B. Lower_snake_case
- C. Upper_snake_case
- D. lowerCamelCase

Correct Answer: A

Section:

QUESTION 17

What are three features of the WebSDK when deployed on a website?

- A. Configure filters and goals
- B. Rendering campaign for personalisation
- C. Identity and cookie management



- D. Sitemapping for data collection
- E. Loading data from ETL feeds

Correct Answer: B, C, D

Section:

QUESTION 18

In which two locations in the pageType definition can a developer pass in attributes?

- A. Listeners
- B. cashdom
- C. Ismatch
- D. onActionEvent

Correct Answer: A, D

Section:

QUESTION 19

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: A, B, E

Section:

QUESTION 20

What three components can a web developer define by pageType?

- A. Item Actions
- B. Campaign
- C. Goals
- D. Content Zones
- E. Capturing Attribute

Correct Answer: A, D, E

Section:

QUESTION 21

What is the unified customer profile?

- A. A view of each visitor, customer, and user based on their behaviour on your website, with marketing emails or, with any integrated channel
- B. A offline report of every visitor, customer, and user based on their interaction with your website, web application, mobile store, call center, and email received from your company
- C. A unified view of all customer activity across, websites, web applications, mobile store, call center



D. A profile view for administrators to see activity across all of the customer touch points

Correct Answer: A

Section:

QUESTION 22

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

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

Correct Answer: C

Section:

QUESTION 23

A marketer would like to display the most common products purchased by previous buyers along with the main item on a product page, which ingredient would they need to use in the recipe?

- A. Co-Buy
- B. Similar Items
- C. Trending
- D. Co-Browse

Correct Answer: A

Section:

QUESTION 24

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: A, B, C

Section:

QUESTION 25

Which three components of a recipe are optional when configuring a new algorithm?

- A. Decisions
- B. Ingredients
- C. Variation
- D. Boosters
- E. Exclusions



Correct Answer: C, D, E

Section:

QUESTION 26

What are IS machine learning powered algorithms called?

- A. Machine Learning Tools
- B. Einstein Recipe
- C. Einstein Decisions
- D. Data Science Workbends

Correct Answer: B

Section:

QUESTION 27

What is the maximum number of user attributes you can setup per dataset?

- A. 100
- B. 50
- C. 250
- D. 500

Correct Answer: A

Section:

QUESTION 28

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

Section:

QUESTION 29

A brand wants to do an ad-hoc export of a new user-defined attributes, what option would they choose?

- A. The option to include built-in fields on a segment export
- B. The option to exclude anonymous fields on a segment export
- C. The option to include all custom fields on a segment export
- D. The option to send segment date to Marketing Cloud

Correct Answer: C

Section:



QUESTION 30

How many total global goals and filters can you define for your dataset in IS?

- A. 64 total for both filters and goals
- B. 25 filters and 25 goals
- C. Unlimited
- D. 300 total between filters and goals

Correct Answer: A

Section:

QUESTION 31

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

Section:

QUESTION 32

Where can a developer access pre-built Global Templates?

- 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

Correct Answer: D

Section:

QUESTION 33

Which three components of a server side campaign must be coded by a developer?

- A. Campaign Setup
- B. Parsing the JSON Response
- C. Tracking of campaign statistics
- D. Content Selection
- E. EVENT API Request

Correct Answer: B, C, E

Section:

QUESTION 34

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

Section:

QUESTION 35

What ingredient could a marketer use as a backup in the event that the recipe serves too few or no items?

- A. Co-Buy
- B. Co-Browse
- C. Trending
- D. SmartBundle

Correct Answer: A

Section:

QUESTION 36

What are Marketing Cloud Personalization's machine learning powered algorithms called?

- A. Data Science Workbench
- B. Machine Learning Tools
- C. Einstein Decisions
- D. Einstein Recipes

Correct Answer: D

Section:

QUESTION 37

What would a marketer include in a Recipe if they want the visitor's affinity score to be taken into account when showing recommendations?

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

Correct Answer: D

Section:

QUESTION 38

The Sitemap is implemented to manage which channel solution?

- A. Email
- B. Server-side



- C. Web
- D. Mobile

Correct Answer: C

Section:

QUESTION 39

During discovery, a solution architect works with a customer to define which three things before a developer implements the sitemap?

- A. Datasets
- B. Site Architecture
- C. ETL Feeds
- D. Attribute Model
- E. Site Catalog

Correct Answer: B, D, E

Section:

QUESTION 40

In which two locations in the page Type definition can a developer pass in attributes?

- A. is Match
- B. onActionEvent
- C. cashDom
- D. listeners

Correct Answer: B, D

Section:

QUESTION 41

In the user interface, what is the visual representation of the data about a single visitor including preferences and affinities?

- A. Single view of customer
- B. Unified customer profile
- C. Unified view of customer
- D. Single Source of Truth

Correct Answer: B

Section:

QUESTION 42

A customer receives emails from her favorite brand that are not personalized to her interest. What Marketing Cloud Personalization feature will help improve this customer's experience?

- A. Rule-based targeting
- B. Open time email
- C. Surveys
- D. A/B testing



Correct Answer: A

Section:

QUESTION 43

What is the Marketing Cloud Personalization terminology for the collection of products and content as well as related categories, and tags - such as brand, gender, style, keyword, and author?

- A. Channel
- B. Objects
- C. Directory
- D. Catalog

Correct Answer: D

Section:

QUESTION 44

Which two success metrics can a company achieve with Marketing Cloud Personalization on their web channel?

- A. Increase in organic search ranking
- B. Increase in conversion rate
- C. Increase in revenue
- D. Increase in first time visitors

Correct Answer: A, B

Section:

QUESTION 45

What are the three primary areas of data stored in Marketing Cloud Personalization which represent a company's key business information?

- A. Shadow catalog information
- B. User behaviors
- C. Statistical tracking of KPIs
- D. Employee performance
- E. Operational information

Correct Answer: A, B, C

Section:

QUESTION 46

Which two components does a user need to configure in Marketing Cloud Personalization to display Einstein product recommendations via the Marketing Cloud Personalization Connector for Sales and Service Cloud?

- A. Catalog Items
- B. Promotions
- C. Einstein Recipes
- D. Einstein Decisions

Correct Answer: A, C

Section:



QUESTION 47

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

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

Correct Answer: C

Section:

QUESTION 48

What are two ways to populate the Marketing Cloud Personalization catalog?

- A. Email Pixel
- B. Third-party Integration
- C. ETL Feed
- D. Web SDK

Correct Answer: C, D

Section:

QUESTION 49

Which campaign type needs to be configured to set up the Marketing Cloud Personalization Connector for Sales and Service Clouds?

- A. Server-Side Campaign
- B. Mobile Campaign
- C. Email Campaign
- D. Web Campaign

Correct Answer: A

Section:

QUESTION 50

How many total global goals and filters can you define for your dataset in Marketing Cloud Personalization?

- A. 25 filters and 25 goals
- B. Unlimited
- C. 300 total between filters and goals
- D. 64 total between filters and goals

Correct Answer: D

Section:

QUESTION 51

A brand wants to do an ad-hoc export of new user-defined attributes, what option would they choose?

- A. The option to exclude anonymous fields on a segment export
- B. The option to include all custom fields on a segment export
- C. The option to include built-in fields on a segment export
- D. The option to send segment data to Marketing Cloud

Correct Answer: B

Section:

QUESTION 52

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

- A. Dimensions
- B. Social Mentions
- C. Email Click Throughs
- D. Actions

Correct Answer: D

Section:

QUESTION 53

Which two options are valid use cases for a segment?

Choose 2 answers

- A. Identifying users who viewed a YouTube advertising campaign
- B. Identifying users who have purchased a certain value in a specified time period
- C. Identifying users for activation within an integrated Demand Side Platform
- D. Identifying users who abandoned a shopping cart today

Correct Answer: A, B

Section:

QUESTION 54

What would a marketer include in a Recipe if they don't want to display recommendations for products priced less than \$15?

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

Correct Answer: B

Section:

