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## Question: 1

What two features of interaction studio have functionality to perform an A/B testing?

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

**Answer: AB**

Explanation:

Interaction Studio (now branded as Marketing Cloud Personalization) supports A/B testing through specific features. Below is a detailed breakdown:

### 1. Campaigns

Campaigns in Interaction Studio are the central component for personalizing experiences and are inherently designed to support A/B testing. You can test different campaign variations (content, offers, or design) to understand what resonates best with your audience.

How to perform A/B Testing in Campaigns:

Navigate to the Campaigns tab within Interaction Studio.

Create or select a campaign you wish to test.

Define multiple variants (A, B, etc.) by tweaking the content, layout, or rules for each.

Set up test parameters such as traffic distribution (e.g., 50% audience for A, 50% for B).

Launch the campaign and monitor performance through reports/metrics like click-through rate (CTR) and conversions.

Documentation Reference: [Salesforce Documentation on Campaigns](#).

### 2. Templates

Templates are pre-defined content structures in Interaction Studio used for personalized experiences. These templates also support A/B testing, allowing marketers to assess variations in presentation, design, or content to maximize impact.

How to perform A/B Testing in Templates:

Select or create a new template under the Templates section.

Customize template versions for A/B testing (e.g., variation in banners, headlines, or product placements).

Pair templates with a campaign to distribute the audience for testing.

Analyze test results and iterate based on performance metrics.

Documentation Reference: [Salesforce Documentation on Templates](#).

Why Other Options Are Not Correct:

### C . Segments:

Segments are used to define audience groups for targeting but do not inherently support A/B testing functionality. Segments are more about grouping audiences based on behaviors, demographics, or attributes rather than testing variations.

Reference: [Segments Overview](#).

### D . Recipes:

Recipes are algorithms for product or content recommendations. While they personalize based on predictive data, they are not explicitly designed for A/B testing.

Reference: [Recipes Overview](#).

## Question: 2

What are the three types of mobile campaigns a business user can create in IS?

- A. JSON Data A
- B. In-App Notification
- C. Browser Notification
- D. SMS Text Message
- E. Push Message

**Answer: B, D, E**

### Explanation:

Salesforce Marketing Cloud (SFMC) provides powerful mobile marketing capabilities through Mobile Studio and Interaction Studio (IS). Businesses can engage customers using three types of mobile campaigns:

#### 1. SMS Text Message

Definition: SMS (Short Message Service) is used to send text messages directly to a user's mobile device.

Use Case: Best for time-sensitive promotions, alerts, and transactional messages.

#### Steps to Create in SFMC:

Navigate to Mobile Studio > MobileConnect.

Set up the SMS configuration by selecting the Sender Profile.

Create an SMS Message Template under MobileConnect.

Configure the audience using relevant segmentation criteria.

Test and send the SMS campaign.

Reference: Salesforce Marketing Cloud Documentation – MobileConnect Setup and SMS Campaigns.

#### 2. Push Message

Definition: Push notifications are sent to users via a mobile app to encourage engagement and drive specific actions.

Use Case: Ideal for re-engagement and sending tailored updates.

#### Steps to Create in SFMC:

Navigate to Mobile Studio > Push.

Configure App SDK Integration to enable push notifications.

Define your Push Message content, including title and message.

Specify segmentation using Audience Builder or Journey Builder.

Schedule and send the Push campaign.

Reference: Salesforce Marketing Cloud Documentation – Push Notification Guide.

#### 3. In-App Notification

Definition: In-app notifications are messages displayed within the app while users are actively using it.

Use Case: Perfect for guiding user actions within the app, such as onboarding, product announcements, or updates.

#### Steps to Create in SFMC:

Navigate to Interaction Studio > In-App Messages.

Select a trigger point for displaying the notification (e.g., on login or action completion).

Design the content and layout of the in-app message.

Use Journey Builder to configure the message's audience and timing.

Deploy and monitor engagement metrics.

Reference: Salesforce Interaction Studio Documentation – In-App Notification Configuration.

Summary:

These three types of campaigns (SMS Text Message, Push Message, and In-App Notification) empower businesses to create omnichannel mobile engagement strategies. Salesforce Marketing Cloud and Interaction Studio provide a flexible framework to set up, customize, and analyze these campaigns effectively.

Official Documentation Reference:

Salesforce Marketing Cloud Mobile Studio Guide.

Interaction Studio In-App Notification Setup: Salesforce Help.

### Question: 3

What two features of interaction studio can be used in an open-time email campaign?

- A. Promotion
- B. Attribute
- C. Survey
- D. Recipe

**Answer: A, D**

Explanation:

In Interaction Studio, open-time email campaigns can dynamically personalize content for users at the moment they open an email. The two features utilized in open-time emails are:

Promotion (Answer A):

Promotions allow marketers to deliver dynamic offers or messages to users. At open time, these promotions adapt based on the recipient's real-time behavior and attributes.

Use Case: Displaying a promotion for a sale or an offer personalized to the user's recent activities.

Recipe (Answer D):

Recipes drive dynamic content recommendations, such as product suggestions or personalized content blocks, in the email. Recipes dynamically adjust based on user preferences or real-time context at the time of email open.

Use Case: Recommending products based on recent browsing history or purchase behavior. Reference:

[Salesforce Interaction Studio Documentation - Open-Time Email Personalization](#)

### Question: 4

What are the components of an interaction studio web campaign? [check]

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

**Answer: B**

Explanation:

The components of a web campaign in Interaction Studio are:

**Experience:**

Defines the overall structure of the web campaign, including triggers and personalization rules.

**Template:**

Templates control the layout and look of the personalized content in the campaign.

**Content Zone:**

These are placeholders or regions within the webpage where dynamic content is displayed.

Together, these elements provide a framework to deliver targeted and personalized web experiences.

**Reference:**

[Salesforce Interaction Studio Documentation - Web Campaigns](#)

## Question: 5

What three things does a developer code in web template?

- A. Campaign qualification rules
- B. HTML and CSS for controlling appearance
- C. Client side instructions for rendering
- D. Set the control group percentage
- E. Defining what can be configured in a campaign

**Answer: B, C, E**

Explanation:

In Interaction Studio, developers code web templates to enable dynamic and personalized content delivery.

The responsibilities include:

HTML and CSS for controlling appearance (Answer B):

Define the structure and styling of the personalized content rendered on the webpage.

Client-side instructions for rendering (Answer C):

Add JavaScript or other client-side scripts to control how content interacts with the user on the webpage.

Defining what can be configured in a campaign (Answer E):

Developers set up configurable elements in the template, such as text, images, or rules, that can be adjusted by marketers when creating a campaign.

**Reference:**

[Salesforce Interaction Studio Developer Documentation - Web Templates](#)

## Question: 6

A business user wants to deliver different experiences to different segments within the same campaign, which testing option should they select?

- A. A/B testing
- B. Rule based testing
- C. Time based testing

#### D. Variation testing

**Answer: B**

**Explanation:**

Verified: Rule-based testing (also known as dynamic content or multivariate testing in some contexts) is the most appropriate approach in Salesforce Marketing Cloud to deliver different experiences to different segments within the same campaign.

**Explanation:**

Rule-Based Testing: This approach involves defining rules that determine which content variation a subscriber will see based on their specific characteristics (attributes, data extension values, segment membership, etc.).

Segmentation: You can create segments within Salesforce Marketing Cloud based on various criteria, like demographics, behavior, engagement history, or any other data you have about your subscribers. Content

Variations: You create multiple variations of content (e.g., different images, text blocks, or calls to action) within an email or CloudPage.

Rule Definition: Within the content editing interface (Email Studio Content Builder or CloudPages), you define rules that map segments to content variations. For example:

Rule 1: If a subscriber is in the "High-Value Customers" segment, show Content Variation A (e.g., an exclusive offer).

Rule 2: If a subscriber is in the "New Subscribers" segment, show Content Variation B (e.g., a welcome message).

Default Content: You can also define a default content variation to be shown to subscribers who don't match any of the defined rules.

Salesforce Marketing Cloud Reference:

Dynamic Content (Email Studio): Salesforce Marketing Cloud's core feature for rule-based content personalization is called "Dynamic Content."

[https://help.salesforce.com/s/articleView?id=mktg.mc\\_ceb\\_dynamic\\_content.htm&language=en\\_US&type=5](https://help.salesforce.com/s/articleView?id=mktg.mc_ceb_dynamic_content.htm&language=en_US&type=5)

**Question: 7**

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

**Answer: A**

**Explanation:**

In Salesforce Marketing Cloud Interaction Studio (Marketing Cloud Personalization), Campaign Tracking Rules determine when and how a web visitor qualifies to see an experience from a web campaign. These rules are essential for ensuring that campaigns are targeted accurately and delivered to the appropriate audience.

## 1. Campaign Tracking Rules

### What It Is:

Campaign tracking rules specify the conditions under which a visitor becomes eligible to see a web campaign experience. These rules are often based on user behaviors, attributes, or interactions with the website.

### Purpose:

To define entry conditions for campaign participation.

To ensure relevant and personalized experiences for qualified visitors.

### How It Works:

Tracking rules are defined at the campaign level in Interaction Studio.

### Rules can include conditions such as:

Pages visited.

Specific clicks or interactions.

Time spent on a webpage.

Referral sources or UTM parameters.

When a visitor's behavior matches the tracking rules, they qualify to see the campaign experience.

### Example:

A visitor who views a product page and spends more than 30 seconds qualifies to see a promotional banner for that product.

### Documentation Reference:

[Campaign Tracking Rules Overview](#).

### Why Other Options Are Not Correct

#### B . Einstein Next Best Action:

Einstein Next Best Action provides recommendations for actions based on predictive algorithms. While it can inform decisions, it does not directly determine qualification for web campaigns. Reference: [Einstein Next Best Action](#).

#### C . Einstein Recipe Ingredients:

Recipe ingredients are used for personalizing product or content recommendations based on AI models, not for qualifying visitors for web campaigns.

Reference: [Einstein Recipes Overview](#).

#### D . Email Campaign Rules:

Email campaign rules are specific to email personalization and are unrelated to web campaign qualification.

Reference: [Email Campaign Personalization](#).

### Documentation Reference

[Campaign Tracking Rules in Interaction Studio](#).

## Question: 8

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

**Answer: C**

Explanation:

Downloading and Uploading Web Templates: To share web templates across datasets, developers must download the templates as a ZIP file and upload them into the target dataset manually.

Steps to Share Templates:

Open the Web Studio or Web Templates section in SFMC.

Select the desired template and download it as a ZIP file.

Go to the target dataset and upload the ZIP file.

Validate the template and adjust configurations as needed.

Reference:

Salesforce Marketing Cloud: Exporting and Importing Web Templates.

Official SFMC Web Studio Documentation.

## Question: 9

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.

**Answer: A**

Explanation:

In Interaction Studio (IS), a web template is defined as:

A reusable framework that simplifies the creation of web campaigns.

Developers design web templates to include configurable elements such as layout, dynamic content rules, and styling, which marketers can use to personalize experiences without requiring extensive coding.

Reference:

[Salesforce Interaction Studio Documentation - Web Templates](#)

## Question: 10

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

**Answer: A, B, C**

Explanation:

A sitemap in Interaction Studio enables IS to identify key components on a website for personalization purposes, including:

Page Types (Answer A):

Classifies different types of pages (e.g., product pages, category pages).

Content Zones (Answer B):

Defines areas of the webpage where personalized content can be displayed.

Attributes (Answer C):

Captures metadata about pages and elements, such as product details or user behavior.

Reference:

[Salesforce Interaction Studio Documentation - Sitemaps](#)

## Question: 11

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

**Answer: A**

Explanation:

Interaction Studio tracks anonymous visitors by: Assigning a unique identifier via a first-party cookie.

This cookie ensures compliance with privacy standards and allows tracking across sessions for personalization without identifying personally identifiable information (PII).

Reference:

[Salesforce Interaction Studio Documentation - Visitor Tracking](#)

## Question: 12

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

**Answer: B**

Explanation:

When testing a website where a beacon from a different dataset is deployed, the Force SDK URL feature in the Evergage Launcher is used.

This allows developers to load and simulate a different dataset by specifying the SDK URL, enabling them to

troubleshoot and test scenarios accurately.

Reference:

[Salesforce Interaction Studio Developer Documentation - Evergage Launcher](#)

### Question: 13

What is the best practice naming convention for attributes?

- A. UpperCamelCase
- B. Lower\_snake\_case
- C. Upper\_snake\_case
- D. lowerCamelCase

**Answer: A**

Explanation:

Best practice naming convention for attributes in Interaction Studio:

Use UpperCamelCase (e.g., FirstName, PurchaseDate).

This ensures consistency, readability, and adherence to Interaction Studio's standards.

Reference:

[Salesforce Interaction Studio Developer Documentation - Attribute Naming Conventions](#)

### Question: 14

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

**Answer: B, C, D**

Explanation:

Rendering Campaign for Personalization:

WebSDK enables the dynamic rendering of personalized campaigns directly on the website. It adapts content based on predefined rules and user behavior.

Reference: Salesforce Interaction Studio Documentation – WebSDK Personalization.

Identity and Cookie Management:

WebSDK provides identity and cookie management, ensuring seamless user identification across sessions and devices.

Reference: Salesforce WebSDK Cookie Management Guide.

Sitemapping for Data Collection:

Sitemapping allows data collection by defining page types and content zones, which helps track user interactions effectively.

Reference: Salesforce WebSDK Configuration and Sitemapping Documentation.

## Question: 15

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

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

**Answer: A, D**

Explanation:

**Listeners:**

Listeners in pageType definitions monitor specific user interactions and pass attributes dynamically to enhance personalization.

Reference: Salesforce WebSDK Development Guide – Using Listeners.

**onActionEvent:**

This attribute in pageType captures events triggered by user actions, passing relevant data for processing.

Reference: Salesforce Interaction Studio Documentation – Defining onActionEvent.

## Question: 16

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

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

**Answer: A, B, E**

Explanation:

**Page Types:**

Defines the structure of website pages, enabling accurate mapping of data and personalization rules.

Reference: Salesforce Sitemap and Page Types Guide.

**Events:**

Events track user actions like clicks and form submissions, feeding interaction data into the system.

Reference: Salesforce Interaction Studio Event Configuration.

**Content Zones:**

Defines specific areas on a webpage where personalized content can be displayed dynamically.

Reference: Salesforce Content Zone Integration Documentation.

## Question: 17

What three components can a web developer define by pageType?

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

**Answer: A, D, E**

#### Explanation:

In Salesforce Marketing Cloud Interaction Studio (Marketing Cloud Personalization), pageType is a critical concept for defining the structure and behavior of web pages. A web developer can specify several components by using pageType, enabling Interaction Studio to properly capture data, define user interactions, and deliver personalized content.

#### 1. Item Actions

##### What It Is:

Developers define item actions to specify the types of actions that users can take on the page. These actions allow Interaction Studio to track specific user behaviors and interactions with items (e.g., clicking, adding to cart, or viewing details).

##### Purpose:

To enable the platform to log user activity for analytics and personalization.

To define actionable items on the page for recommendations or offers.

##### Example:

A developer sets up "Add to Cart" and "View Product" actions for product pages.

##### Documentation Reference:

[Item Actions in Interaction Studio](#).

#### 2. Content Zones

##### What It Is:

Content zones are specific areas on a web page where personalized content can be dynamically displayed. Developers define these zones by pageType to ensure personalized content is delivered in the correct location.

##### Purpose:

To designate sections of a webpage for personalization.

To enable seamless integration of Interaction Studio's campaigns and recommendations.

##### Example:

A developer defines a "Hero Banner Zone" or "Sidebar Recommendations Zone" for a pageType associated with a homepage or product page.

##### Documentation Reference:

[Defining Content Zones](#).

#### 3. Capturing Attribute

##### What It Is:

Capturing attributes involves defining data fields or properties that Interaction Studio should capture when a pageType is loaded. These attributes provide context about the user, items, or page to support personalization and analytics.

##### Purpose:

To enrich Interaction Studio's dataset with key metadata for better targeting and reporting.

To capture information like product IDs, categories, or user actions on specific page types.

Example:

A developer captures attributes such as "Product Name," "Category," or "Price" on a product page.

Documentation Reference:

[Capturing Attributes in Interaction Studio.](#)

Why Other Options Are Not Correct

B . Campaign:

Campaigns are created and managed separately in Interaction Studio. They are not a component of pageType.

Reference: [Campaign Setup in Interaction Studio.](#)

C . Goals:

Goals refer to specific outcomes or KPIs defined within Interaction Studio campaigns, not something defined by pageType.

Reference: [Defining Goals in Interaction Studio.](#)

Documentation Reference

[PageType Configuration in Interaction Studio.](#)

## Question: 18

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

**Answer: A**

Explanation:

The unified customer profile in Interaction Studio provides:

A real-time, consolidated view of each individual visitor, customer, or user.

This profile is built from interactions across your website, marketing emails, and any integrated channels like mobile apps or physical stores.

It enables personalized marketing efforts based on detailed behavior and preferences. Reference:

[Salesforce Interaction Studio Documentation - Unified Customer Profile](#)

## Question: 19

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

**Answer: C**

Explanation:

The Collaborative Filtering ingredient uses a "people like me" algorithm to suggest products or content based on the behaviors of other users with similar preferences or actions.

It identifies patterns among groups of users to provide tailored recommendations.

Reference:

[Salesforce Interaction Studio Documentation - Ingredients in Recipes](#)

### Question: 20

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

**Answer: A**

Explanation:

The Co-Buy ingredient in a recipe identifies and displays products commonly purchased together. On a product page, it can recommend complementary items based on the main product being viewed.

Reference:

[Salesforce Interaction Studio Documentation - Recipes and Ingredients](#)

### Question: 21

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

**Answer: A, B, C**

Explanation:

Within the context of Salesforce Marketing Cloud's Interaction Studio (formerly Evergage), "recipes" are pre-built configurations for personalized recommendations. These recipes utilize different types of "ingredients" to determine which items to recommend. Let's break down the correct options: A . Catalog-based and Trending  
Verified: This is a type of ingredient used in Interaction Studio recipes.

### Explanation:

**Catalog-based:** This ingredient leverages data from your product or content catalog. It can recommend items based on various catalog attributes like:

**Category:** Recommending items from the same or related categories as items the user has viewed or interacted with.

**Attributes:** Recommending items that share specific attributes (e.g., color, brand, size) with items the user has shown interest in.

**Keywords:** Recommending items whose descriptions or metadata match keywords derived from user behavior.

**Trending:** This ingredient considers the overall popularity or trending status of items within your catalog, often within a specific timeframe (e.g., "Trending in the last 7 days").

Salesforce Marketing Cloud Reference:

**Interaction Studio Recipes:** The Interaction Studio documentation describes the various recipe types and the ingredients they use.

### B . Recommendations

**Verified:** This is a broad category encompassing ingredients that generate recommendations based on various algorithms.

#### Explanation:

**Recommendation Algorithms:** Interaction Studio employs different algorithms to generate recommendations, including:

**Collaborative Filtering:** Recommending items that similar users have liked or interacted with.

**Content-Based Filtering:** Recommending items that are similar in content or attributes to items the user has shown interest in.

**User Affinity:** Recommending items based on the user's overall affinity for particular categories, brands, or attributes, calculated from their historical interactions.

**Note:** "Recommendations" is a more general term. Specific recommendation ingredients might have names like "User-to-Item Affinity," "Item-to-Item Similarity," or use algorithm names directly.

### C . Co-Occurrence

**Verified:** This is a specific type of recommendation ingredient that focuses on items frequently viewed or purchased together.

#### Explanation:

**Co-occurrence Logic:** This ingredient identifies items that are often viewed or purchased in the same session or within a short timeframe. It suggests that if a user is interested in item A, they are also likely to be interested in item B because other users have frequently interacted with both items together.

#### Examples:

"Customers who bought this item also bought..."

"Frequently viewed together"

## Question: 22

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

- A. Decisions
- B. Ingredients
- C. Variation

- D. Boosters
- E. Exclusions

**Answer: C, D, E**

Explanation:

When configuring a new recipe algorithm, the following components are optional:

**Boosters (Answer D):**

Allows prioritizing specific items based on business goals, such as promoting higher-margin products.

**Exclusions (Answer E):**

Filters out certain items or categories from being recommended.

**Variation (Answer C):**

Enables A/B testing by creating multiple variations of a recipe to optimize performance.

Reference:

[Salesforce Interaction Studio Documentation - Recipe Configuration](#)

### Question: 23

What are IS machine learning powered algorithms called?

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

**Answer: B**

Explanation:

Einstein Recipes are the machine-learning-powered algorithms used in Interaction Studio (IS) to deliver personalized recommendations.

These recipes allow businesses to customize AI models to align with their specific goals.

Reference: Salesforce Interaction Studio Documentation – Einstein Recipes Overview.

### Question: 24

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

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

**Answer: A**

Explanation:

## Question: 25

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

**Answer: C**

Explanation:

The Editor role in Interaction Studio provides permissions to view, create, update, publish, and delete campaigns and recipes.

This role is ideal for users who require comprehensive access to manage campaigns and AI-powered personalization.

In Salesforce Marketing Cloud Personalization (Interaction Studio), the Editor role provides the necessary permissions to:

View all data and activities within Interaction Studio.

Create, update, publish, and delete campaigns.

Manage and edit recipes and other configuration elements.

This role is ideal for users who need comprehensive access for both viewing and managing campaigns and recipes.

Reference: Salesforce Interaction Studio Roles and Permissions Documentation.

## Question: 26

How many days after the date of upload will files be deleted from the SFTP?

- A. 180 days
- B. 30 days
- C. 60 days
- D. 90 days

**Answer: B**

Explanation:

Salesforce Marketing Cloud's SFTP (Simple File Transfer Protocol) is designed to securely transfer files between your system and Marketing Cloud. To optimize storage and security, files are retained for a specific period. According to Salesforce documentation, files uploaded via SFTP are typically deleted after 30 days.

This retention period is a standard setting and may vary based on specific configurations or agreements with Salesforce.

To confirm the exact retention period for your organization, it's recommended to:

Consult with your Salesforce Administrator: They can provide specific details about your organization's SFTP configuration and retention policies.

Review Salesforce Documentation: Refer to the official Salesforce Marketing Cloud documentation for the most up-to-date information on file retention policies and best practices.

By understanding the file retention policy, you can effectively manage your file transfers and ensure that your data is securely stored and accessed within the specified timeframe.

## Question: 27

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

**Answer: C**

Explanation:

When exporting user-defined attributes, selecting the option to include all custom fields ensures that all newly created custom attributes are part of the export.

This functionality is especially useful for ad-hoc data exports to analyze or integrate additional user data.

Reference: Salesforce Interaction Studio Segment Export Guide.

## Question: 28

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

**Answer: A**

Explanation:

Interaction Studio allows you to define a maximum of 64 global filters and goals combined per dataset.

These filters and goals help refine data views and track performance based on specific criteria or objectives.

Reference:

[Salesforce Interaction Studio Documentation - Filters and Goals Limits](#)

## Question: 29

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

**Answer: A**

Explanation:

To view campaign performance for specific groups of users:

Create a Segment:

Define the group of users based on specific attributes or behaviors.

Set Up a Filter:

Use the segment as a filter.

Apply in Campaign Statistics:

Use this filter in campaign statistics to analyze performance metrics for the selected user group. Reference:

[Salesforce Interaction Studio Documentation - Campaign Reporting](#)

## Question: 30

A brand is testing three campaigns, each one with a control experience. Which segment type can the brand setup to make sure the same group always gets the control experience?

- A. Third party segment
- B. Control group segment
- C. A/B test segment
- D. Location-based segment

**Answer: B**

Explanation:

To ensure the same group of users always gets the control experience:

Control Group Segment:

Define a segment specifically for control group allocation.

This segment ensures consistency across campaigns, maintaining the same group in the control experience.

Reference:

[Salesforce Interaction Studio Documentation - A/B Testing and Control Groups](#)

## Question: 31

How often is the Event Stream report refreshed?

- A. Every Day
- B. Every 15 Seconds
- C. Every 30 Minutes
- D. Every hour

**Answer: B**

Explanation:

The Event Stream report in Interaction Studio is refreshed every 15 seconds.

This near real-time update provides immediate visibility into user actions and behaviors. Reference: [Salesforce Interaction Studio Documentation - Event Stream](#)

### **Question: 32**

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

**Answer: D**

Explanation:

Goals and filters should be defined before launching a campaign to ensure that the necessary metrics and criteria are set up for proper evaluation of campaign performance.

This proactive setup allows businesses to measure specific objectives and segment behaviors accurately from the start.

Reference: Salesforce Interaction Studio Documentation – Setting Up Goals and Filters.

### **Question: 33**

What can you learn from segment compare on the segment detail tab?

- A. To understand view time purchases attributes revenue by category
- B. To compare users, engagement activity and other actions across segments displayed
- C. To view individual users that are part of the segment
- D. To understand what campaign use the segment for targeting

**Answer: B**

Explanation:

The Segment Compare feature in Interaction Studio provides insights by comparing user behaviors, engagement levels, and other actions across multiple segments.

It helps marketers understand how different segments perform relative to each other.

Reference: Salesforce Interaction Studio Segment Detail Tab Guide

## Question: 34

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

**Answer: D**

Explanation:

Dimensions are the fundamental building blocks for creating segments in Salesforce Marketing Cloud. They represent various attributes of your contacts, such as:

**Demographic Information:** Age, gender, location, income level, etc.

**Behavioral Data:** Purchase history, website visits, email engagement, etc.

**Engagement Data:** Email opens, clicks, bounces, etc.

**Custom Attributes:** Any custom fields you've added to your contact records.

By combining these dimensions, you can create highly targeted segments that align with your specific marketing goals. For example, you might create a segment of customers who are: Located in a specific geographic region

Have made purchases in the past year

Have opened your recent email campaigns

Using dimensions to define your segment criteria allows you to precisely target your audience and deliver personalized marketing messages.

## Question: 35

How many times can a visitor accomplish a goal in interaction studio?

- A. It varies depending on the setup of the goal segment
- B. Each time a visitor leaves and rejoins the goal segment
- C. Only once for all time
- D. No more than twice or the goal completion will no longer be counted

**Answer: A**

Explanation:

In Salesforce Marketing Cloud Interaction Studio, the number of times a visitor can accomplish a goal depends on how the goal segment is configured. You have the flexibility to define the goal's behavior to suit your specific needs.

Here are the key factors that determine how many times a goal can be achieved:

**Goal Segment Configuration:**

**Single-Visit Goal:** The goal can be achieved only once per visitor session.

**Multi-Visit Goal:** The goal can be achieved multiple times per visitor session, as long as the specific conditions are met each time.

Time-Based Goal: The goal can be achieved multiple times within a specified time frame, regardless of the number of sessions.

Goal Criteria:

The specific criteria defined for the goal will also influence how many times it can be achieved. For example, if the goal is to click a specific button, it can be achieved multiple times if the button is clicked repeatedly.

By carefully configuring your goal segments, you can accurately track visitor behavior and measure the effectiveness of your Interaction Studio experiences.

### Question: 36

Which feature allows a business user to overlay campaign creation and editing directly on their website?

- A. Javascript Beacon
- B. Visual Editor
- C. Web SDK
- D. Web Extension

**Answer: B**

Explanation:

The Visual Editor in Interaction Studio allows business users to create and edit campaigns directly on their website using a simple overlay interface.

This feature enables non-technical users to manage personalization and campaigns without needing coding skills.

Reference: Salesforce Interaction Studio Documentation – Visual Editor Overview.

### Question: 37

What is the salesforce point of view for end to end flow of data for real-time personalization within interaction studio? [Check]

- A. Data-in, understand, engage, data-out, analyse
- B. Know, understand, personalise, engage, analyse
- C. Identify, understand, decide, act, analyse
- D. Profile, insight, understand, act, analyse

**Answer: C**

Explanation:

The Salesforce point of view for real-time personalization within Interaction Studio focuses on:

**Identify:**

Capturing user data and behavior from various touchpoints.

**Understand:**

Analyzing collected data to derive insights about preferences, interests, and intent.

**Decide:**

Using machine learning and AI to determine the most relevant personalization actions. **Act:**  
Delivering personalized content or experiences in real-time.

**Analyse:**

Monitoring and evaluating campaign performance to optimize outcomes.

**Reference:**

[Salesforce Interaction Studio Documentation - Real-Time Personalization Flow](#)

## Question: 38

In the user interface what is the visual representation of the data about a single visitor including preference?

- A. Unified view of customer
- B. unified customer profile
- C. Single source of truth
- D. Single view of customer

**Answer: B**

**Explanation:**

In the user interface of Interaction Studio, the Unified Customer Profile:

Provides a detailed, real-time view of an individual visitor, including their preferences, behaviors, and interactions across all channels.

This profile serves as a foundation for delivering personalized experiences.

**Reference:**

[Salesforce Interaction Studio Documentation - Unified Customer Profile](#)

## Question: 39

A brand's website is seeing high traffic but much of the behaviour is anonymous. How does IS unify anonymous identifies?

- A. IS uses probability matching to determine if two or more profiles represent for user identity
- B. IS synchronise anonymous and knows profiles once a day based on online traffic and data from sources
- C. IS constantly monitors identifying information then user determines matching to determine if two or more profiles identify
- D. IS uses third party software to match anonymous and known identifies

**Answer: A**

**Explanation:**

Employing probabilistic matching algorithms to evaluate whether multiple anonymous profiles belong to the same user.

Merging profiles when sufficient data overlap or identifying information becomes available, allowing for a seamless personalized experience.

**Reference:**

[Salesforce Interaction Studio Documentation - Profile Unification](#)

## Question: 40

What are two types that real time interaction management helps marketers to personalize the customer

- A. Data Aggregation
- B. Data Storage
- C. Next best Action
- D. Orchestration

**Answer: C, D**

Explanation:

Real-time interaction management in Interaction Studio helps marketers personalize the customer experience by:

Next Best Action (Answer C):

Recommends the most relevant content, offer, or action for a user based on real-time data and predictive models.

Orchestration (Answer D):

Ensures personalized messages are delivered across all channels seamlessly, maintaining a consistent customer journey.

Reference:

[Salesforce Interaction Studio Documentation - Real-Time Interaction Management](#)

## Question: 41

Which two success metrics can a company achieve with IS their web channel?

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

**Answer: B, D**

Explanation:

Interaction Studio (IS) helps businesses achieve significant success metrics through web channel personalization:

Increase in Conversion Rate: By delivering tailored experiences and recommendations, IS drives more users to take desired actions (e.g., purchases, sign-ups).

Increase in Revenue: Enhanced user engagement and conversions contribute directly to revenue growth.

Reference: Salesforce Interaction Studio Documentation – Measuring Campaign Success Metrics.

## Question: 42

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

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

**Answer: D**

Explanation:

In Interaction Studio, a Catalog refers to the collection of products, content, and associated metadata, such as categories, tags, brands, genders, styles, keywords, and authors. This comprehensive catalog serves as the foundation for personalized experiences, enabling you to deliver relevant recommendations, offers, and content to your customers.

By effectively managing your catalog, you can:

Enhance Personalization: Deliver tailored experiences based on customer preferences and browsing history.

Improve Search Relevance: Optimize search results to help customers find what they're looking for quickly.

Facilitate Cross-Selling and Upselling: Recommend complementary products and services.

Enable Dynamic Content: Display relevant content and offers based on visitor behavior.

By leveraging the power of your catalog, you can create more engaging and effective digital experiences.

## Question: 43

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

- A. 30 Seconds
- B. 30 milliseconds
- C. 1 second
- D. 1 minutes

**Answer: B**

Explanation:

Interaction Studio synthesizes and activates data to gauge and respond to an individual's in-the-moment intent across channels within 30 milliseconds. This real-time processing enables rapid

personalization and engagement.

Reference: Salesforce Interaction Studio Real-Time Engagement Guide.

### Question: 44

Event API requests are made using what two content types (select 2)?

- A. CSV
- B. XML
- C. Form URL encoded
- D. JSON

**Answer: C, D**

Explanation:

Event API requests in Interaction Studio can be made using the following content types:

Form URL Encoded: Suitable for sending event data in a simple key-value format.

JSON: Commonly used for complex data structures, offering flexibility and compatibility.

Reference: Salesforce Interaction Studio Event API Documentation.

### Question: 45

What attribute and value is passed in the event API request for returning server side campaigns?

- A. Source = Server
- B. Server Side messages = 1
- C. Server side are always returned
- D. Server side = true

**Answer: A**

Explanation:

In the Event API request for returning server-side campaigns in Salesforce Interaction Studio (IS), the attribute Source with the value Server is used. This ensures that the request explicitly identifies that it is for server-side campaigns, distinguishing it from client-side campaigns.

### Question: 46

How often does interaction studio poll the sftp for new files for ingestion?

- A. Immediately
- B. Hourly
- C. Daily
- D. Every 15 minutes

**Answer: D**

Explanation:

Interaction Studio checks the designated SFTP server every 15 minutes for new files to ingest. This ensures relatively up-to-date data is available for personalization and other functionalities within the platform.

### **Question: 47**

What are the three primary areas of data stored in IS which represent a company's key business informative?

- A. User behaviour
- B. Employee performance
- C. Shadow catalog information
- D. Statistical tracking of KPI's
- E. Operational information

**Answer: A, C, E**

Explanation:

The three primary areas of data stored in Interaction Studio include:

**User Behavior (Answer A):**

Tracks individual user actions and interactions across channels.

**Shadow Catalog Information (Answer C):**

Stores product, content, or service catalog data used for recommendations and personalization.

**Operational Information (Answer E):**

Represents system and business configurations necessary for running campaigns and tracking performance.

Reference:

[Salesforce Interaction Studio Documentation - Data Architecture](#)

### **Question: 48**

Which ETL feed is used to bring campaign tracking data from marketing cloud messaging & journeys OR pardot?

- A. Product ETL
- B. Transaction ETL
- C. Manual segment ETL
- D. External email campaign events ETL

**Answer: D**

Explanation:

The External Email Campaign Events ETL is used to:

Bring campaign tracking data from Marketing Cloud Messaging & Journeys or Pardot into Interaction Studio. This data helps unify customer interactions across email and other channels.

Reference:

[Salesforce Interaction Studio Documentation - External Campaign Data Integration](#)

## Question: 49

Which two components does a user need to configure in IS to display Einstein product recommendation vis IS connection for sales and service cloud?

- A. Einstein recipes
- B. Catalog items
- C. Promotion
- D. Einstein Decision

**Answer: A B**

Explanation:

To display Einstein Product Recommendations via the Interaction Studio connection for Sales and Service Cloud:

Einstein Recipes (Answer A):

Configure recipes to determine the logic for recommendations.

Catalog Items (Answer B):

Define and synchronize catalog items (e.g., products or content) to ensure recommendations are accurate and aligned with available inventory.

Reference:

[Salesforce Einstein Documentation - Product Recommendations](#)  
[Interaction Studio Documentation - Einstein Integration](#)

## Question: 50

Which campaign type needs to be configured to setup the interaction studio connector for sales and service clouds?

- A. Server-side campaign
- B. Web campaign
- C. Mobile campaign
- D. Email campaign

**Answer: A**

Explanation:

Server-side campaigns are configured when setting up the Interaction Studio connector for Sales and Service Clouds. This campaign type enables the integration of user interactions and data captured in these clouds for real-time personalization and engagement.

Reference: Salesforce Interaction Studio Documentation – Connector Setup for Sales and Service Clouds.

## Question: 51

What are the two main functions of the Event API? (select 2)

- A. Capture user attributes and actions
- B. Process GDPR data or deletion requests
- C. Return campaign responses
- D. Bulk load external campaign data

**Answer: A, C**

Explanation:

The Event API in Salesforce Interaction Studio serves two main purposes:

**Capture User Attributes and Actions (A):**

It records user behavior, actions, and attributes in real time. This data is crucial for building user profiles, creating segments, and driving personalization.

**Return Campaign Responses (C):**

The Event API can retrieve and deliver responses for campaigns, such as personalized content or recommendations, to be displayed on a web page or application.

## Question: 52

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

**Answer: D**

Explanation:

The User Feed integrates external system data into a user's profile by leveraging identity attributes such as email or user ID. It enhances personalization by enriching user profiles with external data.

Reference: Salesforce Interaction Studio Data Integration Documentation – User Feed Overview.

## Question: 53

ETL feeds must follow explicit specifications and require which type of file format?

- A. Binary
- B. CSV
- C. JSON
- D. Text

**Answer: B**

Explanation:

ETL feeds in Interaction Studio must adhere to explicit specifications and require the CSV (Comma-Separated Values) file format.

This format is widely used due to its simplicity and compatibility with most systems.

The ETL process ingests data such as catalog updates or behavioral information via CSV files.

Reference:

[Salesforce Interaction Studio Documentation - ETL File Specifications](#)

### Question: 54

What interaction studio component contains experiences and messages you design to personalize the interaction a visitor has with your channels?

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

**Answer: D**

Explanation:

In Interaction Studio, Campaigns are the components that:

Contain the experiences and messages designed to personalize interactions.

Campaigns define how content is delivered, where it appears, and to whom it is targeted based on personalization rules.

Reference:

[Salesforce Interaction Studio Documentation - Campaigns](#)

### Question: 55

When does site mapping happen during the implementation process?

- A. At the beginning of the build phase since it is the basis for the rest of the implementation
- B. In the middle after certain components like the catalog have been populated
- C. At the end after everything is defined in the system
- D. It can happen at any point since it is unrelated to the rest of the implementation

**Answer: A**

Explanation:

Site mapping is conducted at the start of the build phase because:

It establishes the foundation for the rest of the implementation.

It identifies critical elements such as page types, content zones, and data capture points, which influence all

subsequent configurations.

Reference:

[Salesforce Interaction Studio Documentation - Site Mapping Guidelines](#)

## Question: 56

What would a marketer include in a recipe if they want the visitor affinity score when showing recommendations?

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

**Answer: C**

Explanation:

To include the visitor affinity score when showing recommendations in a recipe:

Use a Booster to prioritize recommendations based on the visitor's affinity score, ensuring more relevant suggestions.

Reference:

[Salesforce Interaction Studio Documentation - Recipe Boosters](#)

## Question: 57

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

**Answer: A**

Explanation:

To ensure recommendations are displayed from more than one category in a recipe:

Include a Variation, which allows diversification of recommendations across categories to avoid redundancy and improve user experience.

Reference:

[Salesforce Interaction Studio Documentation - Recipe Variations](#)

## Question: 58

Which scenario is a valid interaction studio use case?

- A. Recommendations in email which are personalised at send time
- B. Behavioural targeting with 3rd party audience data
- C. Recommendations in email which are personalized at open time
- D. Machine learning driven insights within a customer database

**Answer: C**

Explanation:

Interaction Studio supports personalization at open time for email recommendations. This ensures the content reflects the recipient's most recent behaviors and interactions at the time they open the email.

Reference: Salesforce Interaction Studio Documentation – Open Time Personalization for Email.

## Question: 59

What are the two competitive advantages of interaction studio? [check]

- A. Monitors active time spent and true engagement
- B. Integrated content management system
- C. Managers Consent
- D. True Real-Time Decisioning

**Answer: A, D**

Explanation:

Monitors Active Time Spent and True Engagement: Interaction Studio measures meaningful user engagement, focusing on active time spent rather than passive metrics.

True Real-Time Decisioning: The platform processes data in real-time to provide instant, personalized decisions based on user interactions.

Reference: Salesforce Interaction Studio Competitive Advantages Guide.

## Question: 60

A customer service representative for a bank is on the phone with a prospect and wants to promote the next best offer based on digital behaviour. How would they accomplish this in service cloud?

- A. The agent uses a customized next best offer widget powered by the interaction studio connector
- B. Leverage service cloud to inform IS in real-time
- C. Use machine learning to serve product/ content recommendations in email sent by your ESP
- D. Manually sync data from Interaction studio to service cloud

**Answer: A**

Explanation:

Interaction Studio integrates with Service Cloud to provide agents with a Next Best Offer widget. This widget leverages real-time behavioral data and machine learning to surface personalized offers.

Reference: Salesforce Interaction Studio and Service Cloud Integration Documentation.

### **Question: 61**

How does interaction studio deliver technical value to marketers? [Check]

- A. By providing a cloud-based unified e-commerce platform with mobile, AI personalisation, order management capabilities, and related services for B2C
- B. By listening to customer signals, understanding customer intent, and acting accordingly
- C. By providing a platform to manage, schedule, create and monitor content
- D. By providing a cloud-based application designed to help salespeople sell smarter and faster

**Answer: B**

Explanation:

Interaction Studio delivers technical value by enabling marketers to: Listen to customer interactions across channels.

Understand intent using AI and machine learning.

Act in real time to deliver personalized experiences.

Reference: Salesforce Interaction Studio Technical Benefits Guide.

### **Question: 62**

Which global templates do you select and customize to provide trending blog recommendations on the homepage?

- A. Einstein content recommendation
- B. Banner with CTA
- C. Infobar with CTA
- D. Einstein product recommendation

**Answer: A**

Explanation:

Einstein Content Recommendation is a global template in Interaction Studio that can be customized to provide dynamic and trending blog recommendations on the homepage.

Reference: Salesforce Interaction Studio Einstein Recommendations Guide.

### Question: 63

Which three components of a server side campaign can be defined by a business user?

- A. Campaign rendering
- B. Campaign responses
- C. Promoted content
- D. Experience rules
- E. User attributes

**Answer: C, D, E**

Explanation:

In a server-side campaign within Interaction Studio, business users can define:

**Promoted Content (Answer C):**

Content that should be prioritized or highlighted in recommendations or experiences.

**Experience Rules (Answer D):**

Rules governing the personalization logic, such as conditions for content display or user targeting.

**User Attributes (Answer E):**

Attributes that define user characteristics, enabling personalized interactions based on user profiles.

Reference:

[Salesforce Interaction Studio Documentation - Campaign Management](#)

### Question: 64

Which user attribute data types are supported in the identity system?

- A. String and integer
- B. Multistring
- C. String
- D. String and Multistring

**Answer: D**

Explanation:

In the identity system of Interaction Studio, user attributes support the following data types:

**String:**

Represents text-based data.

**Multistring:**

Represents a collection of string values, such as tags or categories associated with a user.

Reference:

[Salesforce Interaction Studio Documentation - User Attributes](#)

### Question: 65

What are the three ways segments are used in Interaction studio?

- A. Set goals and filters
- B. Targeting for campaigns
- C. Creation related lists within salesforce CRM
- D. Analytics, trends and engagement
- E. Recommending products

**Answer: A, B, D**

Explanation:

Segments in Interaction Studio are used for:

Set Goals and Filters (Answer A):

Use segments to define audience-specific goals and refine data views.

Targeting for Campaigns (Answer B):

Segments help target specific user groups in campaigns to deliver personalized content.

Analytics, Trends, and Engagement (Answer D):

Analyze segment-level trends and behaviors to inform decision-making.

Reference:

[Salesforce Interaction Studio Documentation - Segment Usage](#)

## Question: 66

Which entry source event type needs to be configured for a journey to be used in the segment join to journey builder feature?

- A. Audience
- B. Salesforce data
- C. API
- D. Date based

**Answer: A**

Explanation:

To enable the segment join to Journey Builder feature in Interaction Studio:

The Audience entry source event type must be configured.

This allows segments created in Interaction Studio to be synchronized with Journey Builder, triggering journeys based on segment membership.

Reference:

[Salesforce Interaction Studio Documentation - Journey Integration](#)

## Question: 67

If you want to compare the completion of two objectives based on a filter, what report would you use?

- A. Visitor behaviour report
- B. Referring sources report
- C. Goal completion report
- D. Goal comparison report

**Answer: D**

Explanation:

The Goal Comparison Report allows you to compare the completion rates of two objectives based on filters. This report helps in understanding the relative performance of different goals under the same conditions. Reference: Salesforce Interaction Studio Reports Guide.

### **Question: 68**

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 ..... After viewing the homepage?

A. Immediate

**Answer: A**

Explanation:

In Interaction Studio, segment membership updates occur in real-time. A web visitor is immediately added to the segment after meeting the criteria, such as viewing the homepage. Reference: Salesforce Interaction Studio Real-Time Segmentation Documentation.

### **Question: 69**

When using B2B Detect, which two options are valid account origins?

- A. IP address
- B. Time of day
- C. Customer date of birth
- D. Account Domain

**Answer: A, D**

Explanation:

IP Address: B2B Detect can identify accounts based on the visitor's IP address, often linked to a business network.

Account Domain: It can also determine accounts by analyzing email domains or browsing activity linked to a company's domain.

Reference: Salesforce Interaction Studio B2B Detect Configuration Guide.

### **Question: 70**

What are three areas a business user can apply custom catalog dimensions?

A. Template filtering

- B. Segmentation
- C. Reporting
- D. Recipe exclusions and boosting
- E. Campaign targeting

**Answer: BCD**

### Explanation:

In Salesforce Personalization (formerly Interaction Studio) or other Industry-specific Marketing Cloud extensions, you can configure custom catalog dimensions (sometimes called “catalog attributes” or “dimensional data”) for products, content, or other catalog objects. Once configured, these additional attributes become available throughout the platform for various use cases.

Below are the three core areas (from the listed options) where a business user can leverage these custom catalog dimensions, along with Salesforce documentation references:

#### 1. Segmentation

##### How It Works

Custom catalog dimensions allow you to define attributes (like product color, brand, or style) and then use these attributes in segment criteria. For example, if you create a dimension called "Brand," you can build a segment of visitors who have viewed or purchased items where Brand = X.

##### Why This Matters

By leveraging catalog-driven segments, you can more precisely target audiences based on the items they browse or purchase.

##### Salesforce Reference

Salesforce Help: [Segment Builder Overview](#)

Explains how to build segments using catalog attributes (dimensions).

#### 2. Reporting

##### How It Works

Custom catalog dimensions can appear as breakdowns or dimension filters in certain Personalization reports and dashboards. For instance, you might see reporting that shows conversion, clicks, or revenue segmented by a custom dimension like “Category” or “Brand”.

##### Why This Matters

Analyzing performance metrics by these custom dimensions provides deeper insight into how different attributes perform (e.g., which brand sells best, which category has the highest clickthrough rate, etc.).

##### Salesforce Reference

Salesforce Help: [Analytics and Reporting in Personalization](#)

Illustrates how catalog dimensions can be used in various analytics views.

#### 3. Recipe Exclusions and Boosting

##### How It Works

Recipes (the rule sets and algorithms that generate personalized recommendations) can use custom dimensions to exclude certain items or boost others. For example, you might boost items with Sustainability = "EcoFriendly" or exclude products where Brand = "CompetitorBrand".

##### Why This Matters

This gives merchandisers or marketers fine-grained control over product recommendations, ensuring the right

products are shown (or hidden) based on business goals and strategies.

Salesforce Reference

Salesforce Help: [Recipe Builder Overview](#)

Explains how to create and configure recipes to boost or exclude items using custom catalog dimensions.

## Question: 71

Which development language is used to code the sitemap?

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

**Answer: B**

Explanation:

Javascript is used to code the sitemap in Interaction Studio, enabling seamless tracking and interaction mapping. It allows integration with the Web SDK for personalization and data collection. Reference: Salesforce Interaction Studio Web SDK and Sitemap Coding Guide.

## Question: 72

Which two items can be included in the total engagement score calculation?

- A. Identity merge date
- B. Visits
- C. Actions
- D. Time of Day

**Answer: B, C**

Explanation:

Visits (Answer B):

The number of times a user visits a website or interacts with a channel.

Actions (Answer C):

Specific actions taken by the user, such as clicks, purchases, or form submissions.

These metrics reflect user interaction and engagement with the platform. Reference:

[Salesforce Interaction Studio Documentation - Engagement Scoring](#)

## Question: 73

What are two ways to populate the interaction studio catalog? [check]

- A. ETL Feed
- B. Third-party integration

- C. Web sdk
- D. Email pixel

**Answer: A, C**

Explanation:

Two ways to populate the Interaction Studio catalog are:

ETL Feed (Answer A):

Uses scheduled file uploads to update catalog data, including product or content details.

Web SDK (Answer C):

Automatically captures catalog data from a website during user interactions.

Reference:

[Salesforce Interaction Studio Documentation - Catalog Management](#)

### Question: 74

Which data feed integrates purchase data into a profile in interaction studio?

- A. Interaction feed
- B. Conversion feed
- C. Transaction feed
- D. Catalog feed

**Answer: C**

Explanation:

The Transaction Feed integrates purchase data into a user's profile in Interaction Studio, enabling personalization and campaign optimization based on purchase behavior.

Reference:

[Salesforce Interaction Studio Documentation - Transaction Data Integration](#)

### Question: 75

ETL feeds must follow explicit specifications and requires which type of file format?

- A. CSV
- B. JSON
- C. Binary
- D. TextDocs

**Answer: A**

Explanation:

ETL feeds in Interaction Studio require the CSV file format, which is straightforward and widely supported for transferring structured data.

Reference:

[Salesforce Interaction Studio Documentation - ETL File Specifications](#)

## Question: 76

What is the purpose of defining content zones in the sitemap?

- A. To define where campaigns can render on a website
- B. To report on web campaign performance
- C. To specify the size of the content that will be used
- D. To ingest catalog information from the page

**Answer: A**

Explanation:

Content zones in the sitemap:

Specify areas of a website where personalized campaigns can render.

These zones guide the placement of dynamic content such as banners or product recommendations.

Reference:

[Salesforce Interaction Studio Documentation - Content Zones](#)

## Question: 77

How often does Marketing Cloud Personalization poll the SFTP for new files for ingestion?

- A. Immediately
- B. Every 15 minutes
- C. Hourly
- D. Daily

**Answer: C**

Explanation:

Marketing Cloud Personalization polls the SFTP for new files every hour. This ensures that any uploaded data files are processed and ingested into the system in a timely manner for real-time personalization.

Reference: Salesforce Marketing Cloud Personalization SFTP Ingestion Documentation.

## Question: 78

Which ETL Feed is used to bring Campaign tracking data from Marketing Cloud messaging & Journeys OR Pardot?

- A. External Email Campaign Events ETL
- B. Transaction ETL
- C. Product ETL

D. Manual Segment ETL

**Answer: A**

**Explanation:**

The External Email Campaign Events ETL is used to bring campaign tracking data from Marketing Cloud Messaging & Journeys or Pardot into Interaction Studio. This integration allows tracking and optimization of email engagement.

Reference: Salesforce Marketing Cloud and Pardot ETL Integration Guide.

### **Question: 79**

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

**Answer: A**

**Explanation:**

Interaction Studio provides an export segment functionality via CSV format for ad-hoc segment exports. This method is straightforward and widely compatible for analysis or further processing. Reference: Salesforce Interaction Studio Segment Export Documentation.

### **Question: 80**

What are three ways segments are used in marketing cloud personalization?

- A. Set goal and filtersb)
- B. Recommending products
- C. Targeting for campaigns
- D. Creating related lists within Salesforce CRM
- E. Analytics, trends and engagement

**Answer: C, E B**

**Explanation:**

Recommending Products: Segments enable personalized recommendations based on user behavior and preferences.

Targeting for Campaigns: Segments define audiences for specific campaigns, ensuring relevance and higher engagement.

Analytics, Trends, and Engagement: Segments provide insights into user behavior, enabling trend analysis and engagement tracking.

Reference: Salesforce Interaction Studio Segmentation Use Cases Guide.

In Salesforce Marketing Cloud Personalization (formerly Interaction Studio), segments are used to group individuals (customers or prospects) who meet specific criteria. Once those segments are created, they can be leveraged throughout the platform for various purposes, including:

#### 1. Recommending Products (Option B)

##### How It Works

Segments inform recipes (or recommendation algorithms) which users or cohorts should receive certain product recommendations. For instance, you may use a segment of “High-Value Shoppers” to serve premium product recommendations or curated product bundles.

##### Salesforce Reference

Salesforce Help: [Personalization Recipe Builder](#)

Explains how user segments (e.g., VIP shoppers, first-time visitors) can be used to tailor recommendations.

#### 2. Targeting for Campaigns (Option C)

##### How It Works

Campaigns in Personalization are often configured to display specific messages or experiences to users in designated segments (e.g., “Cart Abandoners,” “Frequent Visitors,” or “New Customers”). By using segments for campaign targeting, marketers can deliver highly relevant content, offers, or messages to each group.

##### Salesforce Reference

Salesforce Help: [Personalization Campaigns Overview](#)

Describes how segments are a key part of campaign setup to ensure the right audience sees the right message.

#### 3. Analytics, Trends, and Engagement (Option E)

##### How It Works

Segments play a crucial role in reporting and analytics by breaking down user engagement, trends, and conversion metrics. For example, you can compare how different segments interact with your site or app, track revenue contributions, or measure campaign success by segment.

##### Salesforce Reference

Salesforce Help: [Personalization Analytics and Reporting](#)

Demonstrates how segments can be used to view performance metrics (e.g., revenue, click-through rates, conversion rates) for specific user cohorts.

##### Why Not the Other Options?

###### A . Set goal and filters

While “goals” (e.g., for A/B Testing or Key Performance Indicators) may use filters, this is generally done in the recipe or campaign configuration rather than specifically referencing segments in the UI. It’s not a top-level documented use case alongside the above “core three” uses.

###### D . Creating related lists within Salesforce CRM

Personalization can pass certain engagement data back to Salesforce CRM (Sales or Service Cloud), but creating “related lists” directly within the CRM from these segments is not a primary, out-of-the- box capability for “segment usage.” Salesforce CRM lists are usually managed by standard CRM features rather than the segmentation engine in Personalization.

##### Summary

In Salesforce Marketing Cloud Personalization, segments are primarily used for:

Recommending Products (B)

Targeting for Campaigns (C)

Analytics, Trends, and Engagement (E)

These three use cases enable you to tailor individualized experiences, leverage those same audiences for tailored campaigns, and glean actionable insights through rich analytics and reporting.

## Question: 81

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

**Answer: B**

Explanation:

Marketing Cloud Personalization uses probabilistic matching techniques to unify anonymous and known identities.

It evaluates behavioral patterns, device data, and other signals to determine if multiple profiles belong to the same user.

Once sufficient data overlap is identified, profiles are merged for personalized interactions. Reference: [Salesforce Interaction Studio Documentation - Identity Matching](#)

## Question: 82

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

**Answer: A**

Explanation:

Guardian in Salesforce Marketing Cloud Personalization (formerly Interaction Studio) is an anomaly detection feature that monitors key metrics in your Personalization environment (e.g., impressions, clicks, add-to-cart events, revenue). Guardian compares real-time data against expected ranges to alert you if a potential anomaly is detected.

Below is how it determines the expected range:

Historical Baseline and Machine Learning

Guardian leverages historical data for each metric and applies machine learning algorithms to learn typical patterns. This includes seasonality, general traffic trends, and cyclical behaviors.

As data is collected over time, Guardian refines the upper and lower thresholds for each monitored metric based on these learned patterns.

#### Automated Threshold Adjustments

Because Guardian is continuously learning, it adapts to new patterns in user behavior over time. If your site or campaign sees increased traffic due to a seasonal event or marketing push, Guardian will eventually absorb these changes into its baseline, allowing for more accurate anomaly detection.

#### Real-Time Monitoring

Guardian then uses these learned thresholds in real time. When a metric falls outside its expected bounds (too high or too low), Guardian flags this as a potential anomaly and can notify administrators or other stakeholders.

#### Salesforce Documentation Reference

Salesforce Help: [Monitor Metrics with Guardian](#)

Describes how Guardian uses machine learning to establish metric thresholds and detect anomalies.

Salesforce Help: [Analyzing Key Metrics](#)

Explains various ways to analyze metrics in Personalization, including how Guardian can highlight anomalies. Why the Other Options Are Not Correct

B . Guardian comes with pre-built ranges for each metric, which cannot be configured

Incorrect. Guardian does not rely on unchanging static thresholds; it dynamically learns from your data.

C . Guardian uses upper and lower bounds set by the user for each metric

Partially correct in a custom scenario where manual thresholds can be set, but by default, Guardian's key benefit is its automated, machine-learning-driven approach.

D . Guardian queries the Data Warehouse to establish logical expected ranges

While Guardian does rely on your platform's data, it's not just a raw query. It uses machine learning models to understand patterns and anomalies rather than simply performing manual logic-based queries.

## Question: 83

What two features of Marketing cloud Personalization can be used in an open-time email Campaign?

- A. Recipe
- B. Attribute
- C. Survey
- D. Promotion

**Answer: A, D**

#### Explanation:

In an open-time email campaign, Marketing Cloud Personalization uses:

**Recipe (Answer A):**

Drives dynamic recommendations such as personalized product or content suggestions.

**Promotion (Answer D):**

Dynamically delivers personalized offers or discounts based on user attributes and behavior.

## Question: 84

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

- A. Rule Based Testing
- B. Variation Testing
- C. A/B Testing
- D. Time Based Testing

**Answer: C**

**Explanation:**

To test the effectiveness of two CTA options:

Use A/B Testing to compare the performance of the options across a defined audience.

Metrics such as click-through rates (CTR) and conversions are used to determine the winner. Reference:

[Salesforce Interaction Studio Documentation - A/B Testing](#)

## Question: 85

What three features are used to support mobile web personalization?

- A. SiteMap
- B. Web SDK
- C. Mobile SDK
- D. Mobile Data Campaign
- E. Templates

**Answer: ABE**

**Explanation:**

In Salesforce Marketing Cloud Personalization (formerly Interaction Studio), delivering personalization on mobile web (i.e., when users visit your website on a mobile device browser) relies on several configuration and implementation features. The three core features from the listed options are:

SiteMap (A)

Web SDK (B)

Templates (E)

Below is an overview of how each relates to mobile web personalization:

1. SiteMap (A)

**What It Does**

In Marketing Cloud Personalization, you can configure a “SiteMap” that helps define the structure and pages of your website for the personalization engine. Think of it as an organized reference of your web pages so that Personalization can identify which page a visitor is on, where to track events, and how to contextualize those events (e.g., category pages, detail pages).

**Why It Matters for Mobile Web**

Whether a visitor is on a desktop browser or a mobile browser, the site structure remains consistent. A proper SiteMap helps the platform accurately track and classify visits, clicks, and other interactions on mobile web

pages.

#### Salesforce Reference

Salesforce Help: [Define Your SiteMap](#)

Explains how to set up a sitemap for capturing site structure, which is essential for correct data capture on both desktop and mobile.

### 2. Web SDK (B)

#### What It Does

The Web SDK is the JavaScript snippet (sometimes called the “Collect Code” or “Tag”) embedded in your web pages. It captures real-time behavioral data (page views, clicks, cart events, etc.) and sends it to the Personalization platform.

#### Why It Matters for Mobile Web

Mobile web is simply your website viewed on a smaller screen. The Web SDK tracks user interactions the same way—no separate “mobile-specific” code is required for responsive sites.

By including the Web SDK on all mobile-responsive pages, you collect the necessary data for realtime personalization (recommendations, campaigns, etc.).

#### Salesforce Reference

Salesforce Help: [Personalization Web SDK](#)

Details how to implement and configure the snippet to track user behavior across different devices and screen sizes.

### 3. Templates (E)

#### What They Are

Templates in Personalization define how personalized experiences (like banners, pop-ups, product recommendation carousels) look and behave when rendered on your website.

They can be configured to be responsive, ensuring they display properly on different screen resolutions, including mobile phones and tablets.

#### Why They Matter for Mobile Web

By designing responsive or mobile-friendly templates, you ensure that any personalized content or recommendation component displays seamlessly on a mobile browser.

Templates also allow you to fine-tune styling, layout, and logic specifically for smaller screens. **Salesforce Reference**

Salesforce Help: [Templates Overview](#)

Shows how to create and manage templates for both desktop and mobile presentation.

#### Why Not the Other Options?

#### C . Mobile SDK

The Mobile SDK is used for native mobile app personalization (iOS and Android apps), not for websites viewed on a mobile device’s browser. For “mobile web,” you still rely on the Web SDK. **D . Mobile Data Campaign**

Typically relates to push notifications or SMS campaigns in other parts of Salesforce Marketing Cloud (e.g., MobilePush, MobileConnect). These are not directly used for on-site mobile web personalization.

## Question: 86

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 UI

**Answer: A**

**Explanation:**

Developers can access pre-built Global Templates through the Salesforce Interactions SDK Launcher Chrome extension. This extension provides a convenient interface for managing various aspects of Marketing Cloud Personalization development, including accessing and cloning Global Templates. Here's how to access them: Open the Salesforce Interactions SDK Launcher Chrome extension.

Click the "View List" section of the template button. This will open a tab displaying available templates.

Click the "Global Templates" tab. This tab contains a list of all available Global Templates.

To clone a template, click the "Clone Global Template" button associated with the desired template. **Why not the other options:**

B . From the Templates list when building a campaign: While you can select templates when building a campaign, this list typically includes custom templates and may not showcase all available Global Templates.

C . From code examples in developer docs: Developer documentation may provide code snippets or examples, but it doesn't offer a direct way to access and clone the complete Global Templates.

D . Templates menu under the web Campaign menu in the UI: This menu usually focuses on managing custom templates created within your account, not the pre-built Global Templates.

**Salesforce Marketing Cloud Reference:**

Get Started with Global Web Templates: This documentation provides a comprehensive overview of Global Templates, their purpose, and how to access them through the Salesforce Interactions SDK Launcher. [Link to document](#)

Salesforce Interactions SDK Launcher: This page provides information about the Chrome extension and its functionalities, including accessing Global Templates. [Link to document \[invalid URL removed\]](#) By accessing and cloning Global Templates, developers can leverage pre-built structures and functionalities, saving time and effort in creating personalized web experiences.

## **Question: 87**

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

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

**Answer: B, D, E**

**Explanation:**

Parsing the JSON Response: Developers need to process the JSON response from the server to render the appropriate campaign content.

Content Selection: Logic for dynamically selecting and displaying content based on campaign rules must be implemented.

EVENT API Request: Developers use the Event API to send data to Interaction Studio for real-time personalization.

Reference: Salesforce Interaction Studio Server-Side Campaign Developer Guide.

### **Question: 88**

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

**Answer: D**

Explanation:

The Collaborative Filtering ingredient uses a "people like me" algorithm to recommend products or content based on the behavior of similar users.

Reference: Salesforce Interaction Studio Recipe Ingredients Documentation.

### **Question: 89**

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

**Answer: C**

Explanation:

The Trending ingredient is often used as a backup in recipes to ensure that popular products or content are displayed when no personalized recommendations are available.

Reference: Salesforce Interaction Studio Recipe Fallback Strategies Guide.

### **Question: 90**

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

**Answer: D**

Explanation:

Marketing Cloud Personalization's machine learning-powered algorithms are referred to as Einstein Recipes. They enable personalized recommendations and decisions by combining machine learning models with business logic.

Marketers can customize these recipes to optimize recommendations based on specific use cases.

Reference:

[Salesforce Interaction Studio Documentation - Einstein Recipes](#)

### **Question: 91**

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

**Answer: D**

Explanation:

To include the visitor's affinity score in a Recipe, a marketer would:

Use a Booster to prioritize recommendations that align with the visitor's affinities or preferences.

Boosters allow fine-tuning of recommendations to make them more relevant.

Reference:

[Salesforce Interaction Studio Documentation - Recipe Configuration](#)

### **Question: 92**

The Sitemap is implemented to manage which channel solution?

- A. Email
- B. Server-side
- C. Web
- D. Mobile

**Answer: C**

Explanation:

The Sitemap in Marketing Cloud Personalization is implemented to manage the Web channel solution.

It helps define key elements such as page types, content zones, and data capture points on the website for

personalized web experiences.

Reference:

[Salesforce Interaction Studio Documentation - Sitemap](#)

### Question: 93

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

**Answer: B, D, E**

Explanation:

Before implementing the Sitemap, a solution architect and customer should define:

Site Architecture (Answer B):

Understand the structure of the website, including page types and navigation.

Attribute Model (Answer D):

Define how data attributes (e.g., user behaviors, preferences) will be used for personalization.

Site Catalog (Answer E):

Ensure the catalog of products, content, or services is structured and accessible for personalization logic.

Reference:

[Salesforce Interaction Studio Documentation - Sitemap Planning](#)

### Question: 94

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

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

**Answer: A, B**

Explanation:

In Salesforce Marketing Cloud Personalization (formerly Interaction Studio), you can define page types within the Web SDK configuration (evergage.init(...)). A page type helps the system determine how to classify a given page and what data to capture. Developers often add custom attributes within these page type definitions to enrich the captured context.

Below are the two primary methods (from the listed options) where a developer can pass in or define attributes:

#### 1. isMatch (Option A)

##### What It Is

isMatch is a function used to determine if a particular page type definition applies to the current page (based on URL, DOM elements, or other logic). It returns a boolean (true or false) to indicate

whether the page matches this definition.

##### Passing Attributes

Inside the isMatch function, developers can add or modify attributes to enrich the context object. For example:

```
isMatch: function(context) {
// Check if page matches (e.g., URL pattern)
if (window.location.pathname.includes("/product/")) {
    // Add custom attributes
    context.addAttributes({
    productCategory: "Shoes",
    productType: "Sneakers"
    });
    return true;
}
return false;
}
```

This ensures that whenever this page type's isMatch condition is true, certain attributes are set on the context.

##### Salesforce Reference

Salesforce Help: [Web SDK Configuration Guide](#)

Explains how to set up page types, including using isMatch to define when a page type applies and how to add custom attributes.

#### 2. onActionEvent (Option B)

##### What It Is

onActionEvent is a function within a page type definition that fires whenever an action event (e.g., click event, impression event) is triggered. You can use this to capture more specific or dynamic data each time an action is recorded.

##### Passing Attributes

Within onActionEvent, you can also manipulate the event or context to set additional attributes. For example:

```
onActionEvent: function(context, event) {
// For instance, if the user clicks a particular element:
if (event.action.name === "click") {
    // Add or override attributes for this event
    event.attributes = {
    ...event.attributes,
    clickedElementID: event.target.id
    }
}
```

```
};  
}  
}
```

This approach is particularly useful for capturing data specific to user interactions (clicks, hovers, form submissions, etc.).

Salesforce Reference

Salesforce Help: [Handling Action Events in the Web SDK](#)

Describes how onActionEvent can be used to modify event data, including adding custom attributes.

### Question: 95

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

**Answer: B**

Explanation:

The Unified Customer Profile visually represents data about a single visitor, including preferences, affinities, and behaviors. It provides a comprehensive view of the customer's interactions across channels.

Reference: Salesforce Interaction Studio User Profile Documentation.

### Question: 96

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

**Answer: B**

Explanation:

Rule-based targeting in Marketing Cloud Personalization allows marketers to define specific criteria or rules that determine which content or experiences are delivered to individual customers. This enables a higher level of personalization compared to sending generic email blasts.

Here's how rule-based targeting can improve the customer's experience:

Personalized content: By setting rules based on customer attributes, behavior, or preferences, marketers can ensure that emails contain relevant content that aligns with the customer's interests. This could include

product recommendations, targeted promotions, or content related to their past interactions.

Segmentation: Rule-based targeting allows for the creation of dynamic segments based on various criteria. This ensures that customers receive emails tailored to their specific needs and preferences, rather than generic messages intended for a broad audience.

Improved engagement: When emails are personalized and relevant, customers are more likely to engage with them, leading to higher open rates, click-through rates, and conversions. This fosters a stronger customer relationship and increases the effectiveness of email marketing campaigns.

Why not the other options:

B . Open time email: Open time email optimizes email send times based on when a customer is most likely to open them. While this can improve deliverability, it doesn't directly address the issue of personalization.

C . Surveys: Surveys can collect valuable customer feedback but don't directly personalize email content.

D . A/B testing: A/B testing compares different versions of an email to see which performs better.

While useful for optimization, it doesn't inherently guarantee personalized content.

Salesforce Marketing Cloud Reference:

Create and Manage Rules: This documentation explains how to create and manage rules in Marketing Cloud Personalization, which form the basis of rule-based targeting. [Link to document \[invalid URL removed\]](#)

Targeted Emails: This resource provides information on how to create targeted email campaigns using rule-based personalization. [Link to document \[invalid URL removed\]](#)

By implementing rule-based targeting, marketers can ensure that emails are personalized to each customer's interests, leading to a more engaging and satisfying experience.

## Question: 97

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

**Answer: D**

Explanation:

The Catalog is a collection of products and content along with related categories and tags (e.g., brand, gender, style). It is used for managing and personalizing recommendations.

Reference: Salesforce Interaction Studio Catalog Setup Documentation.

## Question: 98

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

**Answer: B C**

Explanation:

Increase in Conversion Rate: Marketing Cloud Personalization enables targeted and dynamic recommendations, driving higher conversion rates.

Increase in Revenue: By improving engagement and personalization, it directly impacts overall revenue.

Reference: Salesforce Marketing Cloud Personalization Success Metrics Guide.

### Question: 99

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

**Answer: A, B, E**

Explanation:

The three primary areas of data stored in Marketing Cloud Personalization are:

**Shadow Catalog Information (Answer A):**

Represents the product or content catalog used for personalization and recommendations.

**User Behaviors (Answer B):**

Tracks user actions such as visits, clicks, and purchases for behavior-based personalization.

**Operational Information (Answer E):**

Stores system settings, rules, and configurations necessary to support personalization and campaign management.

Reference:

[Salesforce Marketing Cloud Documentation - Data Architecture](#)

### Question: 100

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

**Answer: A, C**

Explanation:

To display Einstein product recommendations via the Marketing Cloud Personalization Connector for Sales and Service Cloud, configure:

Catalog Items (Answer A):

Populate and maintain a catalog of products or content to enable recommendations.

Einstein Recipes (Answer C):

Set up personalized recommendation logic using recipes to determine which products are suggested.

Reference:

[Salesforce Marketing Cloud Documentation - Einstein Recommendations Integration](#)

## Question: 101

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

**Answer: C**

Explanation:

In Marketing Cloud Personalization, the User Feed is specifically designed to integrate external system data into user profiles by leveraging identity attributes. This allows businesses to enrich user profiles with valuable information from various sources, such as CRM systems, loyalty programs, or other marketing platforms.

Here's how the User Feed works:

Identity resolution: The User Feed utilizes identity attributes, such as email addresses, customer IDs, or loyalty numbers, to match incoming data with existing user profiles in Marketing Cloud Personalization. This ensures that data is accurately associated with the correct individuals.

Data enrichment: Once a match is found, the User Feed appends the incoming data to the user's profile. This can include a wide range of attributes, such as demographics, purchase history, preferences, loyalty status, or any other relevant information from the external system.

Enhanced personalization: By enriching user profiles with data from various sources, the User Feed enables more granular segmentation, targeted campaigns, and personalized recommendations. This leads to a more relevant and engaging customer experience.

## Question: 102

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

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

**Answer: C, D**

Explanation:

Two ways to populate the Marketing Cloud Personalization catalog are:

ETL Feed (Answer C):

Upload data files to populate the catalog with batch updates.

Web SDK (Answer D):

Automatically collect catalog data during website interactions.

Reference:

[Salesforce Marketing Cloud Documentation - Catalog Management](#)

### Question: 103

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

**Answer: A**

Explanation:

To set up the Marketing Cloud Personalization Connector for Sales and Service Clouds, configure a Server-Side Campaign.

This campaign type ensures data and recommendations are delivered directly to the Sales or Service Cloud via server-side integration.

Reference:

[Salesforce Marketing Cloud Documentation - Connector Configuration](#)

### Question: 104

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

**Answer: D**

Explanation:

Marketing Cloud Personalization allows a total of 64 global filters and goals combined for each dataset. This limitation ensures optimal performance and manageability of data tracking and evaluation.

Reference: Salesforce Interaction Studio Dataset Configuration Guide.

### **Question: 105**

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

**Answer: B**

Explanation:

To export newly created user-defined attributes, the option to include all custom fields on a segment export ensures that all relevant data is included in the export. This facilitates detailed analysis and further integration.

Reference: Salesforce Interaction Studio Segment Export Documentation.

### **Question: 106**

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

**Answer: D**

Explanation:

When creating segments in Marketing Cloud Personalization, Actions serve as a crucial rule criteria. Actions represent the specific behaviors and interactions users perform on your website, mobile app, or other digital channels. These actions provide valuable insights into user preferences, intent, and engagement.

Here's how Actions are used in segment creation:

Defining segment criteria: You can create segments based on specific actions users have taken, such as viewing a product, adding an item to their cart, completing a purchase, or abandoning a form. This allows you to group

users based on their demonstrated interests and behaviors.

Combining with other criteria: Actions can be combined with other rule criteria, such as user attributes (demographics, location) or session attributes (time of day, device type), to create highly targeted segments. This enables you to define complex rules that capture nuanced user behavior. Real-time segmentation: Actions are tracked in real-time, allowing for dynamic segment updates. As users perform actions, they are automatically added or removed from segments based on the defined criteria. This ensures that your segments always reflect the latest user behavior.

### **Question: 107**

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

**Answer: A**

Explanation:

Interaction Studio updates segment membership in real-time, meaning web visitors are immediately added to the segment after fulfilling the criteria, such as viewing the homepage.

Reference: Salesforce Interaction Studio Real-Time Segmentation Documentation.

### **Question: 108**

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

**Answer: D**

Explanation:

In web campaigns, an A/B test is performed by creating multiple experiences. Each experience represents a variation of the content or layout, and Interaction Studio compares their performance based on predefined metrics.

Reference: Salesforce Interaction Studio A/B Testing in Web Campaigns Guide.

## Question: 109

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

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

**Answer: A, D**

Explanation:

A/B testing in Marketing Cloud Personalization allows marketers to compare different versions of content or experiences to determine which performs best. This optimization technique is primarily facilitated through these two features:

A . Campaigns: Within the campaign creation process, you can define multiple experiences and allocate traffic percentages to each. This allows you to test different variations of content, messaging, or offers to see which resonates most effectively with your audience. You can then analyze the results to determine which experience drives the highest engagement, conversions, or other desired **outcomes**.

D . Templates: Templates define the structure and content of personalized experiences. By creating multiple versions of a template with variations in layout, messaging, or calls to action, you can A/B test different design approaches. This helps identify the most effective way to present information and encourage user interaction

## Question: 110

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

**Answer: D**

Explanation:

A Marketing Cloud Personalization web campaign includes:

**Experience:**

Defines the rules and personalization logic for delivering content.

**Template:**

Determines the design and layout of the content displayed.

**Content Zone:**

Specifies the location on the webpage where personalized content is rendered. Reference:

[Salesforce Marketing Cloud Documentation - Web Campaign Components](#)

## Question: 111

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

**Answer: B**

Explanation:

The Einstein Product Recommendations global template is selected and customized to provide product recommendations on the homepage.

It is pre-configured to display dynamic product suggestions based on user behavior and preferences.

Reference:

[Salesforce Marketing Cloud Documentation - Product Recommendation Templates](#)

## Question: 112

What qualifies a web visitor to see any experience of a Web Campaign?

- A. Einstein Recipe Ingredients
- B. Campaign Targeting Rules
- C. Email Campaign Rules
- D. Einstein Next Best Action

**Answer: B**

Explanation:

In Marketing Cloud Personalization, Campaign Targeting Rules are the key determinants of whether a

web visitor qualifies to see a specific experience within a web campaign. These rules act as filters, evaluating visitor attributes, behavior, and context to decide which experience, if any, should be displayed.

Here's how Campaign Targeting Rules work:

**Defining criteria:** Marketers define specific criteria or conditions within the campaign setup. These criteria can include user attributes (demographics, location, loyalty status), behavioral data (past purchases, browsing history), or real-time context (device type, time of day).

**Evaluating visitors:** When a visitor arrives on the website, Marketing Cloud Personalization evaluates their profile and behavior against the defined targeting rules.

**Delivering experiences:** If a visitor meets the criteria of a specific rule, they are eligible to see the corresponding experience within the campaign. This could involve personalized content, targeted offers, or customized recommendations.

## Question: 113

What is the standard mechanism Marketing Cloud Personalization uses to ingest data from the Marketing Cloud Personalization sFTP location?

- A. ETL feeds
- B. Automation Studio
- C. Sitemap
- D. API

**Answer: A**

Explanation:

Marketing Cloud Personalization uses ETL feeds (Extract, Transform, Load) to ingest data from the sFTP location. This mechanism ensures efficient and scheduled data processing into Interaction Studio.

Reference: Salesforce Interaction Studio Data Ingestion Documentation.

## Question: 114

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

**Answer: D, B**

Explanation:

Users who purchased a certain value: Segments can identify high-value customers for retention or

upsell campaigns.

Users who abandoned a shopping cart: Segments track users who exhibited intent but did not complete a purchase, enabling re-engagement.

Reference: Salesforce Interaction Studio Segment Use Cases Documentation.

Segments in Marketing Cloud Personalization are powerful tools for grouping users based on shared characteristics or behaviors. Here's why options B and D are valid use cases:

B . Identifying users who have purchased a certain value in a specified time period: This is a classic example of using segments for customer segmentation and analysis. By creating a segment based on purchase history, you can identify high-value customers, track their spending patterns, and tailor marketing efforts accordingly. This enables targeted promotions, loyalty programs, and personalized recommendations.

D . Identifying users who abandoned a shopping cart today: This is a common use case for segments in behavioral targeting. By identifying users who abandoned their carts, you can trigger personalized emails or on-site messages to re-engage them and encourage them to complete their purchase. This can significantly improve conversion rates and reduce cart abandonment.

### Question: 115

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

**Answer: D**

Explanation:

When configuring a new Identity Attribute, the Unique setting is used if the attribute uniquely identifies an individual across the entire dataset, ensuring accurate identification and segmentation. Reference: Salesforce Interaction Studio Identity Management Guide.

### Question: 116

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

**Answer: B**

Explanation:

Marketing Cloud Personalization synthesizes and activates data within 30 milliseconds, enabling real-time personalization and decision-making across channels. Reference: Salesforce Interaction Studio Real-Time Engagement Documentation.

### Question: 117

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.

**Answer: D**

**Explanation:**

Anonymous visitors are tracked using a unique alphanumeric identifier assigned by Marketing Cloud Personalization through a first-party cookie, ensuring compliance with privacy standards.

Reference: Salesforce Interaction Studio Visitor Tracking Guide.

**Question: 118**

What are base item types that an administrator can use in a Catalog?

- A. Product, Category, Article
- B. Name, Dimensions, Attributes
- C. Product, Article, Blog Post
- D. Product, Name, Description

**Answer: A**

**Explanation:**

The base item types in a Catalog include Product, Category, and Article, which form the foundation for creating personalized recommendations and content delivery.

In Marketing Cloud Personalization, administrators can utilize the following base item types when constructing a catalog:

**Product:** This represents the core item type for most catalogs, encompassing individual products or services offered by a business. Each product typically includes attributes like name, description, price, image, and other relevant details.

**Category:** Categories provide a hierarchical structure for organizing products within a catalog. This allows for easier navigation, filtering, and browsing for both users and marketers. Categories can be

nested to create multiple levels of organization.

Article: Articles represent informational content related to products or services. This can include blog posts, news articles, product reviews, or any other content that provides valuable context or insights to users.

### Question: 119

What controls how content and product recommendations display in an open time email campaign?

- A. Campaign Template
- B. Promotion Eligibility
- C. Catalog Setup
- D. Item Template

**Answer: D**

Explanation:

In Marketing Cloud Personalization's open-time email campaigns, the Item Template is the crucial component that dictates how content and product recommendations are displayed within the email. This template acts as a blueprint, defining the layout, styling, and overall presentation of the personalized elements.

Here's how Item Templates work:

Defining the structure: Item Templates use HTML and CSS to define the visual structure of the email content. This includes elements like image sizes, text formatting, spacing, and the overall arrangement of recommended items.

Personalization placeholders: The template includes placeholders that are dynamically populated with personalized content when the email is opened. This ensures that each recipient sees recommendations tailored to their individual preferences.

Customization: Marketers can create multiple Item Templates to cater to different email campaigns or design aesthetics. This allows for flexibility in how recommendations are presented, ensuring consistency with brand guidelines and campaign objectives.

### Question: 120

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

**Answer: C**

Explanation:

To prevent recommendations for products priced under \$15 in a Marketing Cloud Personalization recipe, marketers

should utilize the Exclusion ingredient. This powerful feature allows for finegrained control over recommendations by specifying criteria that disqualify certain items from being suggested.

Here's how the Exclusion ingredient works:

Defining exclusion criteria: Within the recipe, marketers can define specific criteria that exclude products from the recommendation set. In this case, the exclusion criterion would be "price less than \$15."

Filtering recommendations: When the recipe generates recommendations, the Exclusion ingredient filters out any products that meet the defined criteria. This ensures that only products priced \$15 or higher are included in the final recommendations.

Flexibility: Exclusions can be based on various product attributes or dimensions, providing flexibility in tailoring recommendations. This allows marketers to create highly targeted recommendations that align with campaign goals and customer preferences.

## Question: 121

What two fields can a web developer specify for defining a Content Zone?

Choose 2 answers

- A. The CSS selector of the DOM element.
- B. The associated page type
- C. The dimensions of the Content Zone.
- D. The name of the Content Zone.

**Answer: A, D**

Explanation:

The CSS selector of the DOM element (Answer A):

Identifies the exact HTML element on the page where the content will render.

The name of the Content Zone (Answer D):

Provides a unique identifier for the zone, used in campaign setup and tracking.

Reference:

[Salesforce Marketing Cloud Documentation - Defining Content Zones](#)