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

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#### QUESTION 1

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

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

Correct Answer: AD

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#### QUESTION 2

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

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

Correct Answer: D

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#### QUESTION 3

What are the three 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

Correct Answer: ACD

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#### QUESTION 4

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

- A. String and integer



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

Correct Answer: C

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#### QUESTION 5

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

Correct Answer: A

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