



MARKETING-CLOUD- PERSONALIZATION^{Q&As}

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QUESTION 1

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

Correct Answer: BC

QUESTION 2

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

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

Correct Answer: A

QUESTION 3

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

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

Correct Answer: C

QUESTION 4

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



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

Correct Answer: C

QUESTION 5

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

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

Correct Answer: B

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