

T estpassport Q&A



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Exam : **marketing cloud
personalization**

Title : Marketing Cloud
Personalization Accredited
Professional Exam

Version : DEMO

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

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

Answer: A

2.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

3.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: A

4.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

5.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