

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

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## QUESTION 1

Which development language is used to code the sitemap?

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

Correct Answer: B

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## QUESTION 2

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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## QUESTION 3

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

Correct Answer: C

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## QUESTION 4

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

Correct Answer: BE

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## QUESTION 5

What is the best practice naming convention for attributes?

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

Correct Answer: A

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