

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

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## QUESTION 1

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

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

Correct Answer: A

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## QUESTION 2

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

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

Correct Answer: AD

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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

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

Correct Answer: C

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## QUESTION 5

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

Correct Answer: D

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