

MARKETING-CLOUD- PERSONALIZATION^{Q&As}

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QUESTION 1

How often is the Event Stream report refreshed?

- A. Every Day
- B. Every 15 Seconds
- C. Every 30 Minutes
- D. Every hour

Correct Answer: A

QUESTION 2

Which two items can be included in the total engagement score calculation?

- A. Identity merge date
- B. Visits
- C. Actions
- D. Time of Day

Correct Answer: BC

QUESTION 3

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 4

Which development language is used to code the sitemap?

- A. Python

B. Javascript

C. jQuery

D. Ampscript

Correct Answer: B

QUESTION 5

Which ETL feed is used to bring campaign tracking data from marketing cloud messaging and journeys or pardot?

A. Product ETL

B. Transaction ETL

C. Manual segment ETL

D. External email campaign events ETL

Correct Answer: D

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