

MARKETING-CLOUD- PERSONALIZATION^{Q&As}

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QUESTION 1

If you want to compare the completion of two objectives based on a filter, what report would you use?

- A. Visitor behaviour report
- B. Referring sources report
- C. Goal completion report
- D. Goal comparison report

Correct Answer: D

QUESTION 2

Where can a developer access pre-built Global Templates?

- A. View List Template option in the Launcher
- B. From the Templates list when building a campaign
- C. From code examples in developer docs
- D. Templates menu under the web Campaign menu in the U

Correct Answer: D

QUESTION 3

How are anonymous visitors tracked?

- A. Interaction studio assigns a unique alphanumeric identifier using a first-party cookie
- B. Interaction studio assigns a unique alphanumeric identifier using a 3rd party cookie
- C. The customer must assign a unique alphanumeric identifier using a first-party cookie
- D. The browser assigns a 3rd party cookie

Correct Answer: A

QUESTION 4

What two features of Marketing cloud Personalization can be used in an open-time email Campaign?

- A. Recipe
- B. Attribute

C. Survey

D. Promotion

Correct Answer: AD

QUESTION 5

How many times can a visitor accomplish a goal in interaction studio?

A. It varies depending on the setup of the goal segment

B. Each time a visitor leaves and rejoins the goal segment

C. Only once for all time

D. No more than twice or the goal completion will no longer be counted

Correct Answer: B

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