



QUESTION & ANSWER

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Exam : **AP-216**

Title : Marketing Cloud
Personalization Accredited
Professional

Version : DEMO

1.What two features of interaction studio have functionality to perform an A/B testing?

- A. Templates
- B. Campaigns
- C. Segments
- D. Recipes

Answer: AB

Explanation:

Interaction Studio (now branded as Marketing Cloud Personalization) supports A/B testing through specific features. Below is a detailed breakdown:

1. Campaigns

Campaigns in Interaction Studio are the central component for personalizing experiences and are inherently designed to support A/B testing. You can test different campaign variations (content, offers, or design) to understand what resonates best with your audience.

How to perform A/B Testing in Campaigns:

Navigate to the Campaigns tab within Interaction Studio.

Create or select a campaign you wish to test.

Define multiple variants (A, B, etc.) by tweaking the content, layout, or rules for each.

Set up test parameters such as traffic distribution (e.g., 50% audience for A, 50% for B).

Launch the campaign and monitor performance through reports/metrics like click-through rate (CTR) and conversions.

Documentation

Reference: Salesforce Documentation on Campaigns.

2. Templates

Templates are pre-defined content structures in Interaction Studio used for personalized experiences.

These templates also support A/B testing, allowing marketers to assess variations in presentation, design, or content to maximize impact.

How to perform A/B Testing in Templates:

Select or create a new template under the Templates section.

Customize template versions for A/B testing (e.g., variation in banners, headlines, or product placements).

Pair templates with a campaign to distribute the audience for testing.

Analyze test results and iterate based on performance metrics.

Documentation

Reference: Salesforce Documentation on Templates.

Why Other Options Are Not Correct:

C. Segments:

Segments are used to define audience groups for targeting but do not inherently support A/B testing functionality. Segments are more about grouping audiences based on behaviors, demographics, or attributes rather than testing variations.

Reference: Segments Overview.

D. Recipes:

Recipes are algorithms for product or content recommendations. While they personalize based on predictive data, they are not explicitly designed for A/B testing.

Reference: Recipes Overview.

2.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

Answer: B, D, E

Explanation:

Salesforce Marketing Cloud (SFMC) provides powerful mobile marketing capabilities through Mobile Studio and Interaction Studio (IS). Businesses can engage customers using three types of mobile campaigns:

1. SMS Text Message

Definition: SMS (Short Message Service) is used to send text messages directly to a user's mobile device.

Use Case: Best for time-sensitive promotions, alerts, and transactional messages.

Steps to Create in SFMC:

Navigate to Mobile Studio > MobileConnect.

Set up the SMS configuration by selecting the Sender Profile.

Create an SMS Message Template under MobileConnect.

Configure the audience using relevant segmentation criteria.

Test and send the SMS campaign.

Reference: Salesforce Marketing Cloud Documentation – MobileConnect Setup and SMS Campaigns.

2. Push Message

Definition: Push notifications are sent to users via a mobile app to encourage engagement and drive specific actions.

Use Case: Ideal for re-engagement and sending tailored updates.

Steps to Create in SFMC:

Navigate to Mobile Studio > Push.

Configure App SDK Integration to enable push notifications.

Define your Push Message content, including title and message.

Specify segmentation using Audience Builder or Journey Builder.

Schedule and send the Push campaign.

Reference: Salesforce Marketing Cloud Documentation – Push Notification Guide.

3. In-App Notification

Definition: In-app notifications are messages displayed within the app while users are actively using it.

Use Case: Perfect for guiding user actions within the app, such as onboarding, product announcements, or updates.

Steps to Create in SFMC:

Navigate to Interaction Studio > In-App Messages.

Select a trigger point for displaying the notification (e.g., on login or action completion).

Design the content and layout of the in-app message.

Use Journey Builder to configure the message's audience and timing.

Deploy and monitor engagement metrics.

Reference: Salesforce Interaction Studio Documentation – In-App Notification Configuration.

Summary:

These three types of campaigns (SMS Text Message, Push Message, and In-App Notification) empower businesses to create omnichannel mobile engagement strategies. Salesforce Marketing Cloud and Interaction Studio provide a flexible framework to set up, customize, and analyze these campaigns effectively.

Official Documentation

Reference: Salesforce Marketing Cloud Mobile Studio Guide.

Interaction Studio In-App Notification Setup: Salesforce Help.

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

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

Answer: A, D

Explanation:

In Interaction Studio, open-time email campaigns can dynamically personalize content for users at the moment they open an email. The two features utilized in open-time emails are: Promotion (Answer A): Promotions allow marketers to deliver dynamic offers or messages to users. At open time, these promotions adapt based on the recipient's real-time behavior and attributes.

Use Case: Displaying a promotion for a sale or an offer personalized to the user's recent activities.

Recipe (Answer D):

Recipes drive dynamic content recommendations, such as product suggestions or personalized content blocks, in the email. Recipes dynamically adjust based on user preferences or real-time context at the time of email open.

Use Case: Recommending products based on recent browsing history or purchase behavior.

Reference: Salesforce Interaction Studio Documentation - Open-Time Email Personalization

4.What are the components of an interaction studio web campaign? [check]

- A. Email capture, homepage, and product requisite
- B. Experience, template, and content Zone
- C. Configured recipe, visitor profile, and content window
- D. Affinity, infobard and attribution window

Answer: B

Explanation:

The components of a web campaign in Interaction Studio are:

Experience:

Defines the overall structure of the web campaign, including triggers and personalization rules.

Template:

Templates control the layout and look of the personalized content in the campaign.

Content Zone:

These are placeholders or regions within the webpage where dynamic content is displayed.

Together, these elements provide a framework to deliver targeted and personalized web experiences.

Reference: Salesforce Interaction Studio Documentation - Web Campaigns

5.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

Answer: B, C, E

Explanation:

In Interaction Studio, developers code web templates to enable dynamic and personalized content delivery.

The responsibilities include:

HTML and CSS for controlling appearance (Answer B):

Define the structure and styling of the personalized content rendered on the webpage.

Client-side instructions for rendering (Answer C):

Add JavaScript or other client-side scripts to control how content interacts with the user on the webpage.

Defining what can be configured in a campaign (Answer E):

Developers set up configurable elements in the template, such as text, images, or rules, that can be adjusted by marketers when creating a campaign.

Reference: Salesforce Interaction Studio Developer Documentation - Web Templates