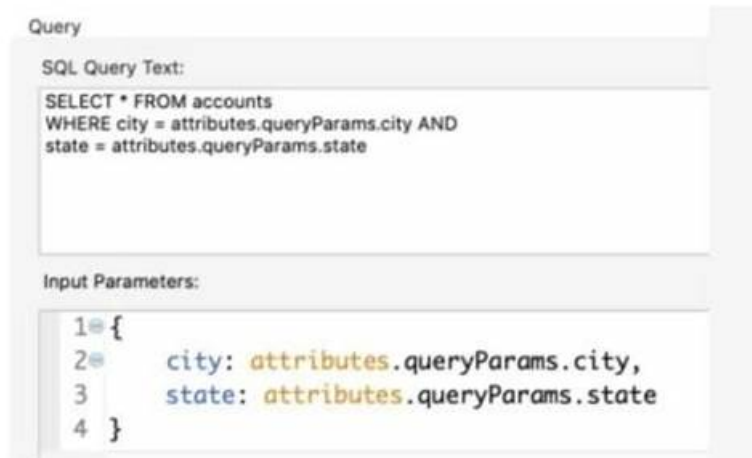


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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q11-Q16):

NEW QUESTION # 11

What are two potential reasons for performance issues (when loading a dashboard) when using the CRM data stream type?

- A. No mappable measurements - all measurements are calculated
- B. When a data stream type 'CRM - Leads' is created, another complementary 'CRM - Opportunity' is created automatically.
- C. Pacing - daily rows are being created for every lead and opportunity keys
- D. The data is stored at the workspace level.

Answer: A,C

Explanation:

For performance issues when loading a dashboard using CRM data stream type:

Pacing can create performance issues because daily rows for every lead and opportunity key can result in a very large number of rows, increasing load times.

Having only calculated measurements means there are no direct, mappable values to query against, which can increase the computational load and affect performance.

NEW QUESTION # 12

A client's data consists of three data streams as follows:

Data Stream A:

| Day | Media Buy Key | Campaign Key | Site Key | Site Name | Revenue |
|-----------|---------------|--------------|----------|-----------|---------|
| 11-Apr-20 | MBK_1 | CK_1 | SK_C_1 | SN_C_1 | \$ 4 |
| 11-Apr-20 | MBK_2 | CK_2 | SK_C_2 | SN_C_2 | \$ 5 |
| 11-Apr-20 | MBK_5 | CK_5 | SK_C_2 | SN_C_2 | \$ 7 |

Data Stream B:

| Day | Campaign Key | Campaign Name | Creative Key | Clicks | Media Cost |
|-----------|--------------|---------------|--------------|--------|------------|
| 11-Apr-20 | CK_1 | CN_B_1 | CRTK_B_1 | 10 | \$ 2 |
| 11-Apr-20 | CK_2 | CN_B_2 | CRTK_B_2 | 20 | \$ 3 |

Data Stream C:

| Day | Media Buy Key | Campaign Key | Site Key | Site Name | Revenue |
|-----------|---------------|--------------|----------|-----------|---------|
| 11-Apr-20 | MBK_1 | CK_1 | SK_C_1 | SN_C_1 | \$ 4 |
| 11-Apr-20 | MBK_2 | CK_2 | SK_C_2 | SN_C_2 | \$ 5 |
| 11-Apr-20 | MBK_5 | CK_5 | SK_C_2 | SN_C_2 | \$ 7 |

* The data streams should be linked together through a parent-child relationship.

* Out of the three data streams, Data Stream C is considered the source of truth for both the dimensions and measurements.

How should the "Override Media Buy Hierarchies" checkbox be set in order to meet the client's requirements?

- A. It should be checked in Data Stream C
- B. It should not be checked in any of the three Data Streams.
- C. It should be checked in Data Stream B
- D. It should be checked in Data Stream A

Answer: A

Explanation:

If Data Stream C is the source of truth, the "Override Media Buy Hierarchies" checkbox should be checked for Data Stream C. This means that the hierarchy defined within Data Stream C will take precedence over any other media buy hierarchies present in Data Streams A or B. By doing so, it enforces that the hierarchy from the source of truth (Data Stream C) is used throughout the dataset, maintaining the integrity of the hierarchical relationships as defined by the most reliable data source.

NEW QUESTION # 13

Your client is interested in ingesting the below file:

| Date | Meeting Code | Meeting Name | Number of Topics |
|------------|--------------|--------------|------------------|
| 01/01/2021 | MT01 | MT11 | 3 |
| 01/01/2021 | MT01 | MN22 | 5 |
| 01/01/2021 | MT03 | MT11 | 4 |
| 01/01/2021 | MT04 | MN22 | 8 |

The client decided to upload the file to a new generic data stream type and map 'Date' to 'Day' and 'Number of Topics' to a generic custom metric.

In regards to the fields 'Meeting Code' and 'Meeting Name', your client is debating several options.

Which two options would you recommend in order to avoid data loss?

- A. Concatenation of both 'Meeting Code' and 'Meeting Name' will be mapped to 'Main Generic Entity Key'. 'Meeting Code' will be mapped to 'Main Generic Entity Attribute 1'.
- B. 'Meeting Code' will be mapped to 'Main Generic Entity custom attribute'. 'Meeting Name' will be mapped to 'Generic Entity Key'
- C. 'Meeting Code' will be mapped to 'Main Generic Entity Key'. 'Meeting Name' will be mapped to 'Main Generic Entity custom attribute'.

- D. 'Meeting Code' will be mapped to 'Main Generic Entity Key'.
'Meeting Name' will be mapped to 'Generic Entity 2 Key'.
- E. 'Meeting Code' will be mapped to 'Main Generic Entity Attribute 1'.
'Meeting Name' will be mapped to 'Main Generic Entity Attribute 2'.

Answer: A,C

Explanation:

'Meeting Name' will be mapped to 'Main Generic Entity Attribute 2'.

Explanation:

To avoid data loss and ensure each meeting is uniquely identified and its details are preserved, two mappings are recommended:

Option A:

'Meeting Code' should be mapped to the 'Main Generic Entity Key' to uniquely identify each meeting.

'Meeting Name' should be mapped to a 'Main Generic Entity custom attribute' to store additional information about the meeting.

Option E:

Concatenation of 'Meeting Code' and 'Meeting Name' should be mapped to 'Main Generic Entity Key'. This ensures a unique identifier for each meeting is created combining both pieces of information, preventing any mix-ups between meetings with similar codes or names.

Additionally, mapping 'Meeting Code' and 'Meeting Name' to their respective 'Main Generic Entity Attribute' fields will allow for more detailed filtering and reporting capabilities within Marketing Cloud Intelligence.

NEW QUESTION # 14

A client's data consists of three data streams as follows:

Data Stream A:

| Day | Media Buy Key | Media Buy Name | Campaign Key | Impressions | Revenue |
|-----------|---------------|----------------|--------------|-------------|---------|
| 01-Apr-20 | MBK_1 | MBK_A | CK_3 | 100 | \$ 1 |
| 01-Apr-20 | MBK_2 | MBK_B | CK_4 | 200 | \$ 2 |

Data Stream B:

| Day | Campaign Key | Campaign Name | Creative Key | Clicks | Media Cost |
|-----------|--------------|---------------|--------------|--------|------------|
| 01-Apr-20 | CK_1 | CN_B_1 | CRTK_B_1 | 10 | \$ 2 |
| 01-Apr-20 | CK_2 | CN_B_2 | CRTK_B_2 | 20 | \$ 3 |

Data Stream C:

| Day | Media Buy Key | Campaign Key | Site Key | Site Name | Revenue |
|-----------|---------------|--------------|----------|-----------|---------|
| 01-Apr-20 | MBK_1 | CK_1 | SK_C_1 | SN_C_1 | \$ 4 |
| 01-Apr-20 | MBK_2 | CK_2 | SK_C_2 | SN_C_2 | \$ 5 |
| 01-Apr-20 | MBK_5 | CK_5 | SK_C_2 | SN_C_2 | \$ 7 |

* The data streams should be linked together through a parent-child relationship.

* Out of the three data streams, Data Stream C is considered the source of truth for both the dimensions and measurements.

Assuming the data was ingested properly and the Parent Child was created correctly according to the client's requirements, what is the total Impressions value for Campaign Key 'CK_3'?

- A. 0
- B. N-A
- C. 1
- D. 2

Answer: A

Explanation:

Assuming that Data Stream A is set correctly with parent-child relationships:

To find the total impressions for Campaign Key 'CK_3', you would look in Data Stream A, since it contains the 'Impressions' metric.

As per the provided data, Campaign Key 'CK_3' has 100 impressions.

NEW QUESTION # 15

A client wants to integrate their data within Marketing Cloud Intelligence to optimize their marketing Insights and cross-channel marketing activity analysis. Below are details regarding the different data sources and the number of data streams required for each source.

| Data Source Name | Number of Data Streams | Harmonization Field | Harmonization Logic |
|------------------|------------------------|---------------------|--|
| Facebook Ads | 75 | Objective | Code found in the 2nd position of Media Buy Name and following logic is applied: If code = "awa" → "Awareness" If code = "trg" → "Retargeting" If code = "crv" → "Conversion" Else → Return the extraction |
| Google Ads | 15 | Objective | Extract from 2nd position in Campaign Name |
| Google CM | 1 | Objective | Extract from 1st position in Media Buy Name |
| LinkedIn Ads | 10 | Objective | Return "N/A" |

Which three advantages does a client gain from using Calculated Dimensions as the harmonization method for creating the Objective field?

- A. Scalability - future data streams that will follow similar logic will be automatically harmonized.
- B. Performance (Performance when loading a dashboard page) should be optimized as the values of calculated dimensions are stored within the database.
- C. Ease of Maintenance - the logic is written and populated in one centralized place
- D. Data model restrictions - Calculated Dimensions do not need to adhere to Marketing Cloud Intelligence's data model
- E. Processing - creation of Calculated Dimensions will ease the processing time of the data streams it relates to

Answer: A,B,C

Explanation:

Scalability: Using Calculated Dimensions allows the client to apply the same harmonization logic to future data streams, ensuring consistency and reducing the need for individual adjustments.

Ease of Maintenance: With the logic centralized in Calculated Dimensions, any adjustments or updates are applied in one place, simplifying ongoing management.

Performance: Calculated Dimensions can improve dashboard performance because their values are pre-computed and stored, reducing the need for real-time calculations when loading dashboards.

NEW QUESTION # 16

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