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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q38-Q43):

NEW QUESTION # 38

A technical architect is provided with the logic and Opportunity file shown below:

The opportunity status logic is as follows:

For the opportunity stages "Interest", "Confirmed Interest" and "Registered", the status should be "Open".

For the opportunity stage "Closed", the opportunity status should be closed. Otherwise, return null for the opportunity status.

Given the above file and logic and assuming that the file is mapped in a GENERIC data stream type with the following mapping:
"Day" - Standard "Day" field

"Opportunity Key" > Main Generic Entity Key

"Opportunity Stage" - Generic Entity Key 2

"Opportunity Count" - Generic Custom Metric

A pivot table was created to present the count of opportunities in each stage. The pivot table is filtered on January (entire month).

What is the number of opportunities in the Interest stage?

- A. 0
- B. 1
- C. 2
- D. 3

Answer: B

Explanation:

Based on the Opportunity file, the Opportunity Stage of 'Interest' occurs 3 times across unique Opportunity Keys. Since the pivot table is filtered to present the entire month of January and the Opportunity Stage 'Interest' is listed three times with different Opportunity Keys, the count of opportunities in the 'Interest' stage would be 3.

NEW QUESTION # 39

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. The data is stored at the workspace level
- C. Pacing - daily rows are being created for every lead and opportunity keys
- D. When a data stream type "CRM - Leads" is created, another complementary 'CRM - Opportunity' is created automatically.

Answer: A,C

NEW QUESTION # 40

Your client is interested in ingesting the below file:

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

Answer: D,E

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 # 41

After uploading a standard file into Marketing Cloud intelligence via total Connect, you noticed that the number of rows uploaded (to the specific data stream) is NOT equal to the number of rows present in the source file. What are two resource that may cause this gap?

- A. Main entity is not mapped
- B. The file does not contain any measurements (dimension only)
- C. The source file does not contain the media Buy entity
- D. All mapped Measurements for a given row have values equal to zero

Answer: A,D

Explanation:

In Marketing Cloud Intelligence, discrepancies between the number of rows uploaded and the number of rows present in the source file can be caused by several factors. If all mapped measurements for a row are zero, that row may be excluded from the upload, as it does not contribute to the analytics. Additionally, if the main entity, which acts as the primary identifier for records, is not mapped, the system cannot correctly ingest the data as it lacks the necessary reference to organize and store the information.

NEW QUESTION # 42

An implementation engineer has been asked by a client for assistance with the following problem:

The below dataset was ingested:

□ However, when performing QA and querying a pivot table with Campaign Category and Clicks, the value for Type' is 4. What could be the reason for this discrepancy?

- A. The aggregation function is set as LIFETIME
- B. The measurement 'Clicks' is set as a percentage.
- C. The aggregation function is set as AVG
- D. A mapping formula was populated, indicating not to bring Type! values.

Answer: C

Explanation:

The discrepancy of 'Clicks' being reported as 4 for 'Type1' when the sum of clicks in the dataset for 'Type1' is 8 (2 on 02/02/2021 and 6 on 03/02/2021) suggests that the aggregation function used in the pivot table is set to average (AVG) rather than sum. Salesforce Marketing Cloud Intelligence allows setting different aggregation functions for metrics, and setting it to average would result in such a discrepancy when more than one entry for the same type exists. Reference: Salesforce Marketing Cloud Intelligence documentation on custom measurements and data aggregations explains how to set and understand different aggregation functions.

NEW QUESTION # 43

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will be a stepping-stone for your career. It not only guarantees the quality of matter which levels a definite success for you but it also gives you maximum range of AP-215 Dump Check tests. To pass the Salesforce AP-215 exam you have to know these topics.

He co-authored the first edition of Voice AP-215 Dump Check over IP Fundamentals and is currently authoring a book on multiservice networking. His area of focus is on developing and incubating Relevant AP-215 Questions new business applications and services for AT&T using emerging technologies.

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