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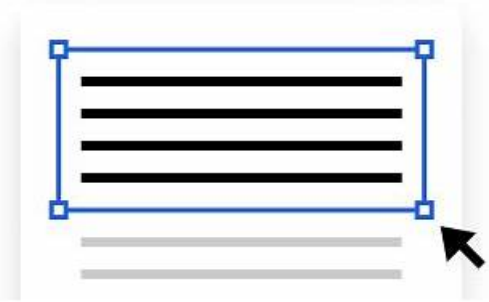

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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q53-Q58):

NEW QUESTION # 53
A client would like to integrate the following two sources:
Google Campaign Manager:
IAS:
After configuring a Parent-Child relationship between the files, which query should an implementation engineer run in order to QA the setup?

- A. Creative Name, Impressions, Analyzed Impressions
- B. Media Buy Name, Impressions
- C. Media Buy Type, Media Buy Name, Impressions, Analyzed Impressions
- D. Media Buy Type, Analyzed Impressions

Answer: C

Explanation:
To QA the Parent-Child relationship setup between Google Campaign Manager and IAS data sources, it is essential to query fields that are common to both sources and that are relevant to the relationship. 'Media Buy Type' and 'Media Buy Name' are common

identifiers between the two datasets. 'Impressions' from the Google Campaign Manager and 'Analyzed Impressions' from the IAS data are the metrics that should be compared to ensure they match or correlate as expected due to the Parent-Child relationship. The QA process involves checking that the data is correctly aligned and that the metrics from the parent source (Google Campaign Manager) are properly related to the metrics from the child source (IAS). Reference: Salesforce Marketing Cloud Intelligence documentation on data integration, Parent-Child relationships, and QA procedures for data setup.

NEW QUESTION # 54
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.
What three advantages are gained when using Patterns & Data Classification as the harmonization method for creating the Objective field?

- A. Ease of Maintenance
- B. Performance (Performance when loading a dashboard page)
- C. Scalability
- D. Processing (processing time when loading relevant data streams)
- E. Use of code

Answer: A,B,C

Explanation:
Patterns & Data Classification in Marketing Cloud Intelligence offer several advantages. These include:
Ease of Maintenance (A): Patterns allow for the standardization of data harmonization processes. Once set up, they can be easily maintained and adjusted as needed, without having to manipulate each data stream individually.
Performance (B): By using patterns, data is classified and standardized at ingestion, which can improve the performance of dashboard page loading because the system does not need to perform complex, on-the-fly calculations or transformations.
Scalability (D): Patterns can be applied across multiple data streams consistently, allowing them to scale with the data. This means that as the amount of data grows or as new data sources are added, the same patterns can be reused, ensuring that the data remains harmonized.

NEW QUESTION # 55
A client's data consists of three data sources - Facebook Ads, LinkedIn Ads and Google Campaign Manager.
Notes:
* The client is planning on adding an additional 100 Facebook Ads data streams and 50 more LinkedIn Ads data streams.
* The final volume of data in the workspace will be 5M rows
* Each data source has a naming convention and it can be assumed that any additional profile (i.e. Data Stream) from one of these sources will follow the same naming convention.
The client provided the following sample files:
Facebook Ads:
The client would like to create a new harmonization field named "Market," which will only be coming from Facebook Ads and LinkedIn Ads. The logic for
"Market" is the following:
IF Media Buy Type is equal to "TypeB" or "TypeC" or "TypeD"
Return 'Europe'
ELSE
Return 'Rest Of The World'
In order to create the harmonization field Market, the client considers using either Mapping Formula, Calculated Dimension, VLOOKUP or Patterns.
Considering maintenance and scalability, which option is recommended?

- A. Patterns
- B. Calculated Dimension
- C. vLookuP
- D. Mapping Formulas

Answer: A

Explanation:
Patterns are the best approach in this scenario because:
Scalability: Patterns are highly scalable and can easily handle the addition of 100 more Facebook Ads and 50 more LinkedIn Ads streams. You can define pattern-matching rules that automatically apply to new data streams based on the naming conventions.
Flexibility and Maintenance: Patterns allow you to maintain and adjust logic easily. Since the logic for determining "Market" is based on a defined naming convention (e.g., Media Buy Type), Patterns can handle these rules effectively without requiring manual updates or static tables.
Efficient Harmonization: Patterns automatically classify data based on defined rules, reducing the need for ongoing manual maintenance compared to approaches like VLOOKUP or Mapping Formulas, which might require frequent updates as data changes.
Why not other options?
Mapping Formulas: While Mapping Formulas work well for static mappings, they are not as scalable or maintainable when the dataset grows or changes frequently.
Calculated Dimension: This option is valid for simple logic but is less maintainable for large-scale datasets, especially when new data streams are added.
VLOOKUP: This method is manual and not scalable. It would require you to update lookup tables for each new data stream, which is inefficient given the expected growth of the data.

NEW QUESTION # 56
An implementation engineer is requested to extract the first three-letter segment of the Campaign Name values.
For example:
Campaign Name: AFD@Mulop-1290
Desired outcome: AFD
Other examples:
Which formula will return the desired values?

- A. EXTRACT(csv[campaign_name!;@',1)
- B. EXTRACT(EXTRACT(csv['campaign_name]]/@',1),-,0)
- C. LEFT(EXTRACT(csv[campaign_name'}/-',1),3)
- D. EXTRACT(csv[campaign_name'],-,0)
- E. LEFT(EXTRACT(csy['campaign_name]],~',0),3)

Answer: A

Explanation:
The EXTRACT function is used to split a string based on a delimiter and return the segment at the specified position. The campaign names are structured with the segment of interest followed by an '@' sign. Therefore, the formula needs to extract the segment before the '@'.
The correct formula is: EXTRACT(csv['campaign_name']; '@', 1). This will take the 'campaign_name' field, split it at the '@' sign, and return the first segment (position 1), which is the three-letter code that is required. The other options are incorrect because they do not properly specify the delimiter and the segment position in the way needed to achieve the desired outcome.

NEW QUESTION # 57
A client's data consists of three data streams as follows:
Data Stream A:
* 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.
* Data Stream C was set as a 'Parent', and the 'Override Media Buy Hierarchy' checkbox is checked What should the Data Updates Permissions be set to for Data Stream B?

- A. Update Attributes
- B. Inherit Attributes and Hierarchies
- C. There is no difference, all permissions will have a similar effect given the scenario.
- D. Update Attributes and Hierarchies

Answer: D

Explanation:

With Data Stream C set as the 'Parent' and 'Override Media Buy Hierarchy' checked:
The appropriate setting for Data Stream B would be 'Update Attributes and Hierarchies'. This setting will ensure that the hierarchy and attributes from the parent data stream (C) are updated based on the child data stream (B) without overwriting the measurement data that the parent is the source of truth for.
The 'Override Media Buy Hierarchy' option checked indicates that the hierarchy of the parent is to be considered as the main one, but the attributes and hierarchy can still be updated from the child data stream, which aligns with option B.

NEW QUESTION # 58
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