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## Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q47-Q52):

NEW QUESTION # 47

A client has integrated the following files:

File A:

date	employee_id	employee_name	tasks_completed
01/08/2019	emp_1	Jon Stons	3
01/08/2019	emp_2		2
01/08/2019	emp_3	Jon Bones	4

File B:

date	employee_id	employee_name	squad	tasks_assigned
15/08/2019	emp_1	Jon Stons	Sales	10
15/08/2019	emp_2	Jon Jones	R&D	15
15/08/2019	emp_3	Jon Bones	Support	13

The client would like to link the two files in order to view the two KPIs ('Tasks Completed' and 'Tasks Assigned') alongside 'Employee Name' and/or 'Squad'.

The client set the following properties:

+ File A is set as the Parent data stream

\* Both files were uploaded to a generic data stream type.

\* Override Media Buy Hierarchies is checked for file A.

\* The 'Data Updates Permissions' set for file B is 'Update Attributes and Hierarchy'.

When filtering on the entire date range (1-30/8), and querying employee ID, Name and Squad with the two measurements - what will the result look like?

- A. 

employee_id	employee_name	squad	tasks_completed	tasks_assigned
emp_1	Jon Stons	Sales	3	10
emp_2	Jon Jones	R&D	2	15
emp_3	Jon Bones	Support	4	13
- B. 

employee_id	employee_name	squad	tasks_completed	tasks_assigned
emp_1	Jon Stons		3	-
emp_2			2	-
emp_3	Jon Bones			
- C. 

employee_id	employee_name	squad	tasks_completed	tasks_assigned
emp_1	Jon Stons	Sales	3	10
emp_2	Jon Jones	R&D	2	15
emp_3	Jon Bones		4	13
- D. 

employee_id	employee_name	squad	tasks_completed	tasks_assigned
emp_1	Jon Stons	Sales	3	10
emp_2		R&D	2	15
emp_3	Jon Bones	Support	4	13

**Answer: D**

Explanation:

In Marketing Cloud Intelligence, when linking two data streams, the parent data stream (File A) provides the main structure. Since 'Override Media Buy Hierarchies' is checked for File A, the hierarchies from File B will be aligned with File A. Given 'Data Updates Permissions' set for file B as 'Update Attributes and Hierarchy', this means that attributes and hierarchy will be updated in the parent file based on the child file (File B), but the child file's metrics won't be associated with the parent file's date.

Hence, when filtering on the entire date range (1-30/8), the resulting view will align with the structure of the parent data stream, showing the KPIs ('Tasks Completed' from File A and 'Tasks Assigned' from File B) alongside the employee names and squads from the respective files. Since the employee IDs align, the data can be linked properly. However, since the dates do not align (File A data is from 01/08/2019 and File B from 15/08/2019), only attributes from File B will be updated without date association.

The result will look like Option C, where the employee names are corrected based on File B's data, the squads are added from File B, and the tasks\_completed and tasks\_assigned are displayed from their respective files. The tasks\_assigned from File B are shown without date association as File B's date doesn't match with File A's.

### NEW QUESTION # 48

An implementation engineer has been provided with the below dataset:

Date	Media Buy Key	Cost	Clicks	CPC
01/01/2021	Key 1	30	3	10
01/01/2021	Key 2	1	5	0.2
01/01/2021	Key 3	2	4	0.5
01/01/2021	Key 4	2	8	0.25

\*Note: CPC = Cost per Click

Formula: Cost / Clicks

Which action should an engineer take to successfully integrate CPC?

- A. Populate the logic within a custom measurement. Set Aggregation to SUM.
- B. Populate the logic within a custom measurement. Set Aggregation to AVG.
- C. Unmap it, as Datorama will calculate it automatically.
- D. Populate the logic within a custom measurement. No need to change Aggregation.

**Answer: D**

Explanation:

CPC (Cost per Click) is a calculated metric that should be created using a custom measurement based on the formula provided (Cost / Clicks). This calculation does not require a change in the aggregation setting because it is derived from other base metrics that are already aggregated appropriately. In Salesforce Marketing Cloud Intelligence, custom measurements are used to create new metrics from existing data points, and the system will use the underlying data's aggregation to perform the calculation. Reference: Salesforce Marketing Cloud Intelligence documentation on creating custom measurements and calculated metrics.

### NEW QUESTION # 49

Which Marketing Cloud Intelligence field is considered an attribute and not a "variable"?

- A. Device Browser
- B. Device Category
- C. Geo Location
- D. Campaign Category

**Answer: B**

Explanation:

In Marketing Cloud Intelligence, attributes refer to characteristics of the data that describe the environment or context but do not change within the scope of the data being analyzed. 'Device Category' is typically an attribute as it describes a characteristic of the device used and doesn't vary within a given session or user interaction. In contrast, variables are typically metrics or dimensions that can change value or be measured.

### NEW QUESTION # 50

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.

Opportunity File		
Day	Opportunity Key	Opportunity Stage
06-Jan	123AA01	Interest
06-Jan	123AA02	Interest
06-Jan	123AA03	Interest
08-Jan	123AA01	Confirmed Interest
09-Jan	123AA02	Confirmed Interest
10-Jan	123AA01	Registered
10-Jan	123AA02	Registered
14-Jan	123AA02	Rejected
14-Jan	123AA01	Closed

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 Jan 7th - 10th. How many different stages are presented in the table?

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

**Answer: B**

Explanation:

Based on the Opportunity file and considering the filter dates from January 7th to 10th, the different stages presented are 'Interest', 'Confirmed Interest', and 'Registered'. This makes a total of 3 different stages that would be presented in the pivot table. Salesforce Marketing Cloud Intelligence allows for the creation of pivot tables that can display counts of entities across different dimensions, in this case, Opportunity Stages. Reference to Salesforce Marketing Cloud Intelligence documentation that covers data mapping and pivot table creation would support this conclusion.

#### NEW QUESTION # 51

Your client is interested in ingested the below file to a new generic data stream type:

Date	Meeting Code	Room Number	Number of Topics
01/01/2021	MT01	32	3
01/01/2021	MT01	12	5
01/01/2021	MT03	8	4
01/01/2021	MT04	44	8

The field 'Meeting Code' was mapped to the main entity key. 'How should the 'Room Number' be mapped?

- A. A custom metric and set aggregation to SUM

- B. A custom metric and set aggregation to AUTO
- C. A separate entity key
- D. An attribute of 'Meeting Code'

**Answer: D**

Explanation:

In Marketing Cloud Intelligence, when a field is mapped to the main entity key, other related fields should be mapped as attributes of that key if they provide additional descriptors or details. Since 'RoomNumber' is related to 'Meeting Code', it would be an attribute of the 'Meeting Code' entity, providing additional context to the meetings without serving as a metric or a separate entity key.

## NEW QUESTION # 52

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