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## Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q52-Q57):

### NEW QUESTION # 52

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

A pivot table was created to present the count of opportunities in each stage. The pivot table is filtered on Jan 7th -11th. Which option reflects the stage(s) the opportunity key 123AA01 is associated with?

- A. interest
- B. Confirmed interest
- C. Interest & Registered
- D. Confirmed Interest & Registered

**Answer: C**

Explanation:

Filtering the pivot table on January 7th-11th, we see that the Opportunity Key 123AA01 appears on January 6th with the stage 'Interest' and then on January 10th with the stage 'Registered'. Even though the 'Interest' stage is not within the filtered dates, it is the initial stage of the opportunity, so it should be counted along with the 'Registered' stage which falls within the filter range.

### NEW QUESTION # 53

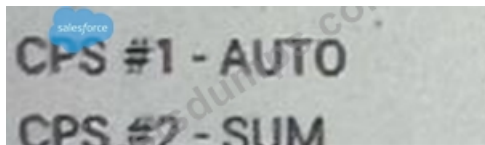
A client created a new KPI: CPS (Cost per Sign-up).

The new KIP is mapped within the data stream mapping, and is populated with the following logic: (Media Cost) / Sign-ups) As can be seen in the table below, CPS was created twice and was set with two different aggregations:

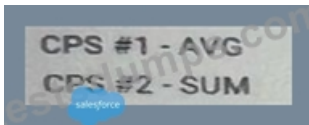
Campaign Name	Media Buy Key	Media Cost	Sign-ups	CPS #1	CPS #2
ATR	35462	\$2.00	11	\$0.18	\$0.18
ATR	33311	\$1.00	4	\$0.25	\$0.25
Total		\$3.00		\$0.20	\$0.43

From looking at the table, what are the aggregation settings for each one of the newly created KPIs?

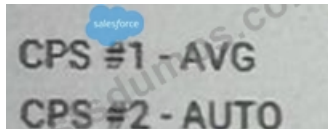
• A.



• B.



• C.



• D.



**Answer: A**

**Explanation:**

The KPI CPS (Cost per Sign-up) would be calculated by dividing the 'Media Cost' by 'Sign-ups'. The table indicates that CPS is set with two different aggregations. In option C, CPS #1 is set to 'AUTO', which allows the system to decide the best aggregation method based on the context. CPS #2 is set to 'SUM', which indicates that the individual costs per sign-up are summed up across multiple records to provide a total cost per sign-up.

#### NEW QUESTION # 54

Your client has provided sample files of their data from the following data sources:

Google Campaign Manager

date_id	media_buy_name	media_buy_id	site_id	site_name	campaign_id	campaign_name	slide	impressions	cost
20/02/2020	Name A	517773	3114	Site1	726	QWE_bhv_vid_guaran_uk	2	551	10
20/02/2020	Name B	514257	3115	Site2	726	QWE_bhv_vid_guaran_uk	0	955	26
20/02/2020	Name C	853853	3115	Site2	882	QWE_bhv_vid_guaran_uk	0	558	25
20/02/2020	Name D	514254	3116	Site3	726	QWE_bhv_vid_guaran_uk	1	1097	30

Google DV360

date_id	media_buy_name	media_buy_id	site_id	site_name	campaign_id	campaign_name	Video views fully played	cost
20/02/2020	Name A	17854	3114	Site1	726	QWE_bhv_vid_guaran_uk	102	11
20/02/2020	Name B	77954	3115	Site2	726	QWE_bhv_vid_guaran_uk	118	162
20/02/2020	Name C	71930	3114	Site1	234	QWE_vid_diag_guaran_uk	156	40
20/02/2020	Name D	76578	3116	Site3	726	QWE_bhv_vid_guaran_uk	168	3

Below are the requirements from the client and additional information:

- \* The sources are linked to each other by shared Media Buy names.
- \* In addition to the mutual Media Buys, the sources contain campaign and site values. However, the client would like to see the campaign/site values coming from Google CM and not from Google DV360.
- \* The source of truth for cost is Google DV360

Which action(s) are needed to take place in order to meet the client's requirement and set Google DV360 as the source of truth for Cost?

- A. Unmap 'Cost' in Google Campaign Manager
- B. Set 'Inherit Attributes and Hierarchies' as the Data updates Permissions for Google DV360
- C. Set Update Attributes and Hierarchies' as the Data updates Permissions for Google DV360
- D. Unmap 'Cost' in Google DV360

**Answer: A**

**Explanation:**

To set Google DV360 as the source of truth for cost:

The cost data from Google DV360 should be prioritized, which means ensuring that the 'Cost' field in Google Campaign Manager is not mapped or is mapped with less priority compared to Google DV360.

Given that DV360 is to be the source of truth, you do not want competing cost data from Campaign Manager. Unmapping 'Cost' in Google Campaign Manager prevents conflicting data between the two sources and upholds the integrity of the cost data coming from Google DV360.

#### NEW QUESTION # 55

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	MBN_A_1	CK_3	100	\$ 1
01-Apr-20	MBK_2	MBN_A_2	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

- A. Update Attributes
- B. It doesn't matter. As long as Data stream A is set as a Parent', the rest of the Data Updates Permissions are irrelevant.
- C. Update Attributes and Hierarchies
- **D. Inherit Attributes and Hierarchies**

**Answer: D**

Explanation:

For the client's data consisting of three data streams, setting Data Stream A as the Parent allows for inheriting attributes and hierarchies from it to the child data streams. This ensures consistency across the data streams, making it possible to analyze the data collectively, using the structure and attributes defined in the Parent data stream.

#### NEW QUESTION # 56

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	0.1
01/01/2021	Key 4	8	8	3

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

**Answer: A**

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 # 57

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