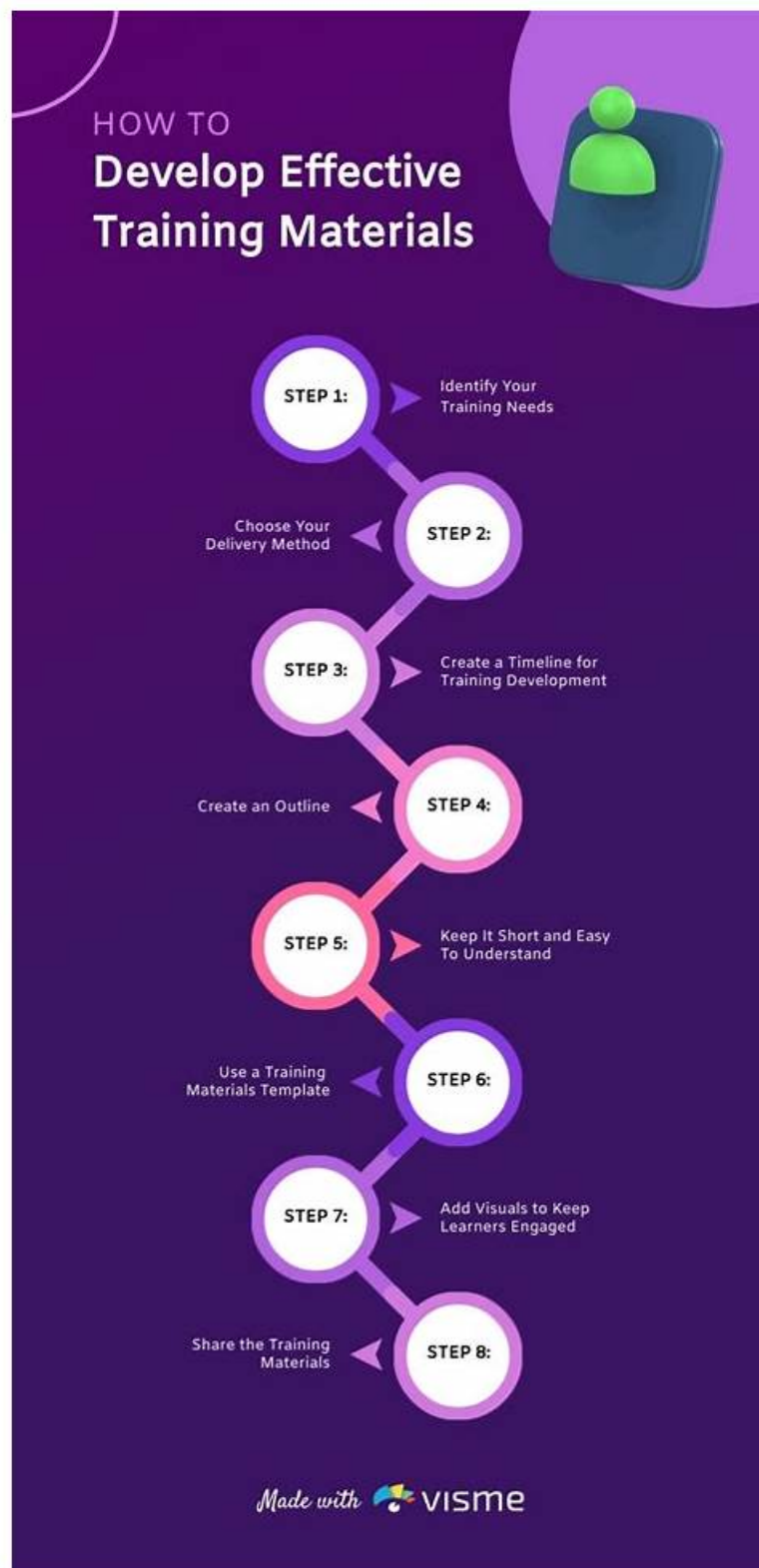


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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q42-Q47):

NEW QUESTION # 42

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.

□ When harmonizing the Objective field from within the data stream mapping, which advantage is gained?

- A. Performance (Performance when loading a dashboard page)
- B. Scalability
- C. Ease of Setup
- **D. Ease of Maintenance**

Answer: D

Explanation:

By harmonizing the Objective field within data stream mapping, an organization can benefit from:

Ease of Maintenance: Harmonization allows for consistent naming conventions across different data sources and streams. This means when business logic or naming conventions change, updates can be made in one place and consistently applied across all data streams. It also reduces the complexity of managing multiple streams and ensures data consistency, which is vital for accurate reporting and analysis.

NEW QUESTION # 43

Which option will yield the desired result:?

- A. Option 2
- **B. Option 4**
- C. Option 3
- D. Option 1

Answer: B

Explanation:

Option 4 presents two calculated measurements for 'Group Min Cost' with 'MIN' and 'AVG' aggregations. This approach aligns with the client's need for the minimum and average media cost values. 'Group Min Cost 4 MIN' will calculate the minimum media cost across the 'Media Buy Key', while 'Group Min Cost 4 FINAL' will average these minimum costs at the 'Campaign Key' level. This will yield the desired result where minimum costs are calculated at the Media Buy Key level and then averaged at the Campaign Key level.

NEW QUESTION # 44

An implementation engineer has been asked to perform QA for a standard file ingestion, done by the client.

□ The source file that was ingested can be seen below:

The number of rows added to this data stream is 3. What could have led to this discrepancy?

- A. All fields are mapped except for the Creative Name
- **B. All fields are mapped except for the Campaign Key**
- C. All fields are mapped except for the Media Buy Name.
- D. All fields are mapped except for the Media Buy Key.

Answer: B

Explanation:

The source file shows data related to media buys, including a 'Media Buy Key', 'Media Buy Name', 'Campaign Key', and 'Site Key', among other fields. If only three rows were added, and the discrepancy is due to a missing field, it's likely that 'Campaign Key' is the field not mapped, because it is crucial for linking related records in the data stream. Without the 'Campaign Key', the system cannot associate the media buy data with specific campaigns, leading to a potential loss of data rows during ingestion.

NEW QUESTION # 45

An Implementation engineer is requested to create a new harmonization field 'Offer' and apply the following logic:

□ The implementation engineer to use the Harmonization Center. Which of the below actions can help implement the new dimension 'Offer'?

- A. Two separate patterns (filtered by LinkedIn or AdRoll sources)
Within Google Analytics' mapping A formula that reflects the logic above will be populated within a Web Analytics Site custom attribute Another pattern to be created for the newly Web Analytics Site custom attribute (filtered by Google Analytics source).
A total of 3 patterns.
- **B. Two separate patterns (filtered by LinkedIn or AdRoll sources)**
Within Google Analytics' mapping: A formula that reflects the logic above will be populated within a Campaign custom attribute.
Another pattern to be created for the newly campaign attribute (filtered by Google Analytics source).
A total of 3 patterns
- C. Two separate patterns (filtered by LinkedIn or AdRoll sources).
Another single pattern for Campaign Name (filtered by Google Analytics source).
A total of 3 patterns.
- D. Two separate patterns (filtered by LinkedIn or AdRoll sources).
Another single pattern for Web Analytics Site Source (filtered by Google Analytics source), extracting all three positions A total of 3 patterns.

Answer: B

Explanation:

To implement the new harmonization field 'Offer', the implementation engineer would create two separate harmonization patterns for LinkedIn and AdRoll sources, extracting the 'Campaign Name' using the specified delimiter and position. Then, within Google Analytics' mapping, a custom attribute for the 'Campaign' would be created to apply the formula logic based on the source. This allows for the harmonization of campaign data across different platforms, ensuring consistency in the reporting and analysis within Marketing Cloud Intelligence. The total patterns required would be three, one for each data source involved.

NEW QUESTION # 46

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

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 # 47

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