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## Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q13-Q18):

### NEW QUESTION # 13

Which two statements are correct regarding the Parent-Child configuration?

- A. A Parent-Child cannot be configured between an Ads data stream type and a Conversion Tag one.
- **B. Parent-Child configurations can cause performance issues**
- **C. Parent-Child links different tables based on shared key values**
- D. Parent-Child allows sharing both dimensions and measurements

**Answer: B,C**

Explanation:

Parent-Child configurations in Marketing Cloud Intelligence are used to link different data tables based on shared key values, allowing for the relational organization of data across various streams. While this setup enhances data analysis and reporting by maintaining logical relationships between parent and child tables, it can also introduce performance issues. The complexity increases with the number of relationships and the volume of data, potentially slowing down query processing and data manipulation. Additionally, Parent-Child configurations facilitate the sharing of dimensions and measurements across linked tables, enhancing the data's usability without duplicating it.

#### NEW QUESTION # 14

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

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. Confirmed Interest & Registered
- B. Confirmed Interest
- **C. Interest & Registered**
- D. Interest
- E. Registered

**Answer: C**

Explanation:

Analyzing the Opportunity file with a filter set from January 7th to 11th, Opportunity Key '123AA01' appears under 'Interest' on January 6th and 8th, and under 'Registered' on January 10th. Therefore, during the specified date range, Opportunity Key '123AA01' is associated with both 'Interest' and 'Registered' stages. Salesforce Marketing Cloud Intelligence provides the capability to map and track opportunity stages over time, allowing for historical stage tracking and reporting. This answer aligns with the ability to use pivot tables to filter and display data by specific attributes and timeframes, as outlined in the Salesforce Marketing Cloud Intelligence documentation.

#### NEW QUESTION # 15

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

### Answer: D

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 # 16

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.

How should the "Override Media Buy Hierarchies" checkbox be set in order to meet the client's requirements?

- A. It should be checked in Data Stream B
- B. It should be checked in Data Stream C
- C. It should not be checked in any of the three Data Streams.
- D. It should be checked in Data Stream A

### Answer: B

Explanation:

If Data Stream C is the source of truth, the "Override Media Buy Hierarchies" checkbox should be checked for Data Stream C. This means that the hierarchy defined within Data Stream C will take precedence over any other media buy hierarchies present in Data Streams A or B. By doing so, it enforces that the hierarchy from the source of truth (Data Stream C) is used throughout the dataset, maintaining the integrity of the hierarchical relationships as defined by the most reliable data source.

### NEW QUESTION # 17

Which option will yield the desired result?:

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

### Answer: A

### 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 # 18

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