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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q15-Q20):

NEW QUESTION # 15
Source 3:
Via the harmonization Center, the Client has created Patterns and applied a classification rule using source 2.
While performing QA, you have spotted that the final value of clicks for Product Group Ais 10, where it should've been i5.
How can an implementation engineer fix this discrepancy?

- A. Upload both source 1 and 3 to the same data stream type in order to be able to generate Patterns from them.

- B. Toggle the 'Structure Compliant' OFF.
- C. Leave the "Case Sensitive" checkbox in the data classification unchecked
- D. Uncheck the "Case Sensitive" checkbox in the data classification

Answer: D

Explanation:
Case Sensitivity Issue:
The discrepancy in the "Clicks" value for Product Group A (10 instead of 15) likely arises from a mismatch caused by case sensitivity in the classification rules. If some data entries use different capitalization (e.g., "Product Group A" vs. "product group a"), the system might treat them as distinct entries, leading to incorrect aggregations.
Solution:
By unchecking the "Case Sensitive" checkbox, the harmonization process will treat entries with different capitalization as the same value. This ensures consistent classification and resolves discrepancies in aggregated metrics like "Clicks."

NEW QUESTION # 16

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

Answer: C

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 # 17

In a workspace that contains one hundred data streams and a lot of data, what is the biggest downside of using calculated dimensions?

- A. Ease of maintenance
- B. Ease of setup
- C. Scalability
- D. Performance

Answer: D

Explanation:
In a workspace with a high number of data streams, such as one hundred, the biggest downside of using calculated dimensions is the performance impact. Calculated dimensions require computational resources to dynamically compute values based on existing data. This can lead to increased load times and slower performance, especially in environments with large amounts of data or complex calculations. This performance degradation is due to the extra processing power needed every time the data is accessed or refreshed, impacting the overall efficiency of data retrieval and analysis operations.

NEW QUESTION # 18

Which three entities and/or functions can be used in an expression when building a calculated dimension?

- A. Mapped measurements
- B. The EXTRACT function
- C. Mapped dimensions
- D. Calculated dimensions

- E. The VLOOKUP function

Answer: A,B,C

Explanation:
Calculated dimensions (D) and the VLOOKUP function (A) are not typically used within the expression for a calculated dimension.
Calculated dimensions are usually an output, not an input, and VLOOKUP is a function typically used to enrich or connect data, not within the definition of a calculated dimension itself.
Explanation:
In the context of Marketing Cloud Intelligence, when building a calculated dimension, you can typically use:
B). Mapped dimensions: These are dimensions that have been brought into Marketing Cloud Intelligence through the data integration process and have been mapped to a known schema or model.
C). The EXTRACT function: This function can be used to dynamically create dimensions by extracting values from a mapped dimension or measurement.
E). Mapped measurements: Similar to mapped dimensions, these are quantitative data points that have been integrated into the platform and can be referenced in calculations.

NEW QUESTION # 19
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. interest
- B. Interest & Registered
- C. Confirmed Interest & Registered
- D. Confirmed interest

Answer: B

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 # 20
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