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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q32-Q37):

NEW QUESTION # 32
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
"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 # 33
A client provides the following two data streams:
Data Stream 1:

The client would like to use a VLOOKUP formula to calculate the Cost per Campaign Advertiser on January 1st 2020.
Which mapping options should the client apply to obtain the expected result?

- A.
- B.
- C.
- D.

Answer: A

Explanation:
To calculate Cost per Campaign Advertiser using a VLOOKUP formula, the client needs to look up the 'Cost' from Data Stream 2 based on a matching 'Media Buy Name' in Data Stream 1. Option A shows that 'Media Buy Name' is the lookup value, which is correct. The 'Campaign Advertiser' is then linked to the 'Cost' from Data Stream 2 through the VLOOKUP formula applied to the 'Media Buy Custom Attribute 01' in Data Stream 2. This setup will correctly associate the cost with the campaign advertiser.

NEW QUESTION # 34
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.

Which three advantages does a client gain from using Calculated Dimensions as the harmonization method for creating the Objective field?

- A. Data model restrictions - Calculated Dimensions do not need to adhere to Marketing Cloud Intelligence's data model
- B. Processing - creation of Calculated Dimensions will ease the processing time of the data streams it relates to
- C. Ease of Maintenance - the logic is written and populated in one centralized place
- D. Performance (Performance when loading a dashboard page) should be optimized as the values of calculated dimensions are stored within the database.
- E. Scalability - future data streams that will follow similar logic will be automatically harmonized.

Answer: C,D,E

Explanation:
Scalability: Using Calculated Dimensions allows the client to apply the same harmonization logic to future data streams, ensuring consistency and reducing the need for individual adjustments.
Ease of Maintenance: With the logic centralized in Calculated Dimensions, any adjustments or updates are applied in one place, simplifying ongoing management.
Performance: Calculated Dimensions can improve dashboard performance because their values are pre-computed and stored, reducing the need for real-time calculations when loading dashboards.

NEW QUESTION # 35
A client has integrated data from Facebook Ads, Twitter Ads, and Google Ads in Marketing Cloud Intelligence. For each data source, the data follows a naming convention as shown below:
Facebook Ads Naming Convention - Campaign Name:
Camp|D_CampName#Market_Objective#TargetAge_TargetGender
Twitter Ads Naming Convention - Media Buy Name:
Market|TargetAge|Objective|OrderID
' Google Ads Naming Convention - Media Buy Name:
Buying Type_Market_Objective
The client wants to harmonize their data on the common fields between these two platforms (i.e. Market and Objective) using the Harmonization 'Center.
In addition to the previous details, the client provides the following data sample:
Logic specification:
If a value is not present in the Validation List, return "Not Valid"
If a value is not present in the Classification File, return "Unclassified".
If the Harmonization center is used to harmonize the above data and files, what table will show the final output?

- A.
- B.
- C.
- D.

Answer: A

Explanation:
The correct table would be Option B.
The harmonization process would identify the 'Market' from the campaign or media buy name based on the delimiter and position rules specified in the naming conventions. The harmonized 'Market' would then be matched against the classification file and validation list. If a value does not match the validation list, it would return 'Not Valid', and if it's not present in the classification file, it would return 'Unclassified'. Option B is the only table showing the 'Not Valid' category which aligns with the logic specification provided.

NEW QUESTION # 36
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. vLookuP
- B. Calculated Dimension
- C. Patterns
- D. Mapping Formulas

Answer: C

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 # 37
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