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

NEW QUESTION # 52

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	clicks	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_dis_guaran_IT	0	558	25
20/02/2020	Name D	514254	3116	Site3	726	QWE_bhv_vid_guaran_uk	1	1097	30

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	17654	3114	Site1	726	QWE_bhv_vid_guaran_uk	102	11	1
20/02/2020	Name B	77654	3115	Site2	726	QWE_bhv_vid_guaran_uk	118	162	75
20/02/2020	Name C	71930	3114	Site1	234	QWE_ret_disp_guaran_BR	156	40	5
20/02/2020	Name D	76578	3116	Site3	726	QWE_bhv_vid_guaran_uk	168	2	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. Set 'Inherit Attributes and Hierarchies' as the Data updates Permissions for Google DV360
- B. Set Update Attributes and Hierarchies' as the Data updates Permissions for Google DV360
- C. Unmap 'Cost' in Google DV360
- **D. Unmap 'Cost' in Google Campaign Manager**

Answer: D

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 # 53

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_3	CK_3	SK_C_3	SN_C_3	\$ 7

- * 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.

Which data stream should be set as a parent?

- **A. Data Stream C**
- B. Data Stream A
- C. Any of the data streams can technically be the parent
- D. Data Stream B

Answer: A

Explanation:

Since Data Stream C is considered the source of truth for both dimensions and measurements, it should be set as the parent data

stream. This is because the parent data stream is used as the primary source for hierarchical and attribute data within a parent-child relationship setup. As the source of truth, Data Stream C will provide the foundational data upon which the other streams can be aligned and will ensure consistency and accuracy across the linked data.

NEW QUESTION # 54

A client Ingested the following We into Marketing Cloud Intelligence:

Date	Media Buy Key	Campaign Name	Campaign Group	Clicks	Media Cost	Campaign Planned Clicks
01/01/2021	MBK1	Campaign AAA	CampaignGroupAB	544	46	2000
01/01/2021	MBK4	Campaign BBB	CampaignGroupAB	760	15	1500
01/01/2021	MBK2	Campaign AAA	CampaignGroupAB	494	63	2000
01/01/2021	MBK3	Campaign AAA	CampaignGroupAB	527	56	2000
01/01/2021	MBK5	Campaign CCC	CampaignGroupCD	240	18	1300
01/01/2021	MBK7	Campaign DDD	CampaignGroupCD	58	84	1000
01/01/2021	MBK6	Campaign CCC	CampaignGroupCD	564	10	1300

The mapping of the above file can be seen below:

- Date - Day
- Media Buy Key - Media Buy Key
- Campaign Name - Campaign Name
- Campaign Group -. Campaign Custom Attribute 01
- Clicks -> Clicks
- Media Cost -> Media Cost
- Campaign Planned Clicks -> Delivery Custom Metric 01

The client would like to have a "Campaign Planned Clicks" measurement.

This measurement should return the "Campaign Planned Clicks" value per Campaign, for example:

For Campaign Name 'Campaign AAA', the "Campaign Planned Clicks" should be 2000, rather than 6000 (the total sum by the number of Media Buy keys).

In order to create this measurement, the client considered multiple approaches. Please review the different approaches and answer the following question:

	Notes	Measurement	Granularity	Aggregation Function	Formula
Option 1	Within the mapping, the client changed the Aggregation Function of Campaign Planned Clicks to SUM	Campaign Planned Clicks 1	--	--	--
Option 2	Within the mapping, the client changed the Aggregation Function of Campaign Planned Clicks to AVG	Campaign Planned Clicks 2	--	--	--
Option 3	--	Campaign Planned Click 3	Media Buy Key	MAX	{Campaign Planned Click}
Option 4	--	Campaign Planned Click 4	Media Buy Key	MIN	{Campaign Planned Click}
Option 5	--	Campaign Planned Click 5	Campaign Key	AVG	{Campaign Planned Click}

Which two options will yield a false result:

- A. Option 2
- B. Option 4
- C. Option 3
- D. Option 1
- E. Option 5

Answer: D,E

Explanation:

The goal is to obtain a "Campaign Planned Clicks" value per Campaign, not accumulated by Media Buy keys. Option 1 (SUM aggregation function) would sum all the "Campaign Planned Clicks" across Media Buy keys which would not yield the unique value per Campaign. Similarly, Option 5 (AVG aggregation function at Campaign Key level) would incorrectly average the values. Both options do not provide a way to return a singular "Campaign Planned Clicks" value for each Campaign.

NEW QUESTION # 55

A client's data consists of three data streams as follows:

Data Stream A:

Day	Media Buy Key	Campaign Key	Site Key	Site Name	Revenue
1-Apr-20	MBK_1	CK_1	SK_C_1	SN_C_1	\$ 4
1-Apr-20	MBK_2	CK_2	SK_C_2	SN_C_2	\$ 5
1-Apr-20	MBK_5	CK_5	SK_C_2	SN_C_2	\$ 7

Data Stream B:

Day	Campaign Key	Campaign Name	Creative Key	Clicks	Media Cost
1-Apr-20	CK_1	CN_B_1	CRTK_B_1	10	\$ 2
1-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
1-Apr-20	MBK_1	CK_1	SK_C_1	SN_C_1	\$ 4
1-Apr-20	MBK_2	CK_2	SK_C_2	SN_C_2	\$ 5
1-Apr-20	MBK_5	CK_5	SK_C_2	SN_C_2	\$ 7

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

Answer: D

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 # 56

A client's data consists of three data streams as follows:

Data Stream A:

Day	Media Buy Key	Campaign 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

* 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.

* Data Stream C was set as a 'Parent', and the 'Override Media Buy Hierarchy' checkbox is checked. What should the Data Updates Permissions be set to for Data Stream B?

- A. Inherit Attributes and Hierarchies
- **B. Update Attributes and Hierarchies**
- C. There is no difference, all permissions will have a similar effect given the scenario.
- D. Update Attributes

Answer: B

Explanation:

With Data Stream C set as the 'Parent' and 'Override Media Buy Hierarchy' checked:

The appropriate setting for Data Stream B would be 'Update Attributes and Hierarchies'. This setting will ensure that the hierarchy and attributes from the parent data stream (C) are updated based on the child data stream (B) without overwriting the measurement data that the parent is the source of truth for.

The 'Override Media Buy Hierarchy' option checked indicates that the hierarchy of the parent is to be considered as the main one, but the attributes and hierarchy can still be updated from the child data stream, which aligns with option B.

NEW QUESTION # 57

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