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## Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q53-Q58):

### NEW QUESTION # 53

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

**Answer: A**

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 # 54

Which three statements describe Overarching Entities? 03m 23s

- A. Once the data streams in which Custom Classification values were mapped are deleted, their data is deleted.
- B. Some overarching entities hold a Many-to-Many relationship with the main entity, and others hold a One-to-Many relationship with it.
- C. When needed, these entities can act as a main entity, replacing the original one.
- D. The values of these entities are stored at the workspace level, rather than the data stream level
- E. These are mappable dimensions that are present in each and every dataset type

**Answer: B,C,D**

Explanation:

Overarching Entities in Salesforce Marketing Cloud Intelligence are designed to provide a high level of data organization that spans across multiple data streams. The key points about Overarching Entities are:

B . Relationship Types: Overarching entities can have either a Many-to-Many or One-to-Many relationship with the main entity, which allows for flexible data modeling and relationship definitions based on the nature of the data and how it should be analyzed and reported.

C . Acting as Main Entity: They can serve as a main entity in certain situations, enabling a shift in perspective for data analysis. This can be particularly useful when there is a need to view data from a different dimension that is more aligned with business requirements.

E . Storage Level: The values of these entities are not tied to any single data stream but are maintained at a workspace level, ensuring that they can be applied consistently across different datasets, which is critical for maintaining data integrity and ensuring that classifications are applied uniformly.

#### NEW QUESTION # 55

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. Confirmed Interest & Registered
- C. Registered
- D. Confirmed Interest

- E. Interest & Registered

**Answer: E**

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 # 56**

What is the relationship between "Media Buy Key" and "Creative Key"?

- A. Many-to-many
- B. One-to-many (one Media Buy Key has many Creative Keys)
- C. One-to-one
- D. Many-to-one (one Creative Key has many Media Buy Keys)

**Answer: B**

Explanation:

In Marketing Cloud Intelligence, the "Media Buy Key" is typically associated with the purchase details of a media campaign, such as the platform, audience, and budget. The "Creative Key" relates to the specific creative asset used within a campaign, like an image, video, or text. A single media buy can have multiple creative variations to test performance or to target different audiences, leading to a one-to-many relationship.

**NEW QUESTION # 57**

An implementation engineer has been asked to perform a QA for a newly created harmonization field, Color, implemented by a client.

The source file that was ingested can be seen below:

The client performed the below standard mapping:

As a final step, the client had created the field 'Color'. As can be seen, it is extracted from the Creative Name (after the '#' sign).

For QA purposes, you have queried a pivot table, with the following fields:

- \* Media Buy Key
- \* Media Buy Name
- \* In View Impressions

The final pivot is presented below:

A. An EXTRACT formula (for Color) was written and mapped to a Creative custom attribute.

B. A calculated dimension was created with the formula: EXTRACT([Creative\_Name], #1)

C. An EXTRACT formula (for Color) was written and mapped to a Media Buy custom attribute.

D. A Harmonized dimension was created via a pattern over the Creative Name.

**Answer: A**

Explanation:

Given that the 'Color' field is extracted from the 'Creative Name' field and appears to be part of the creative-level data, the most logical method would be to create an EXTRACT formula and map it to a Creative custom attribute. This allows the 'Color' value to be associated directly with each creative entry. In Salesforce Marketing Cloud Intelligence, the EXTRACT formula can be used to parse and segment text strings within a field, and this process is used for harmonizing data by creating new dimensions or attributes based on existing data, which is what's described here. This answer is consistent with Salesforce Marketing Cloud Intelligence features that enable data transformation and harmonization through formulaic mapping, as per the official Salesforce documentation on data harmonization and transformation.

**NEW QUESTION # 58**

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