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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q22-Q27):

NEW QUESTION # 22
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 not be checked in any of the three Data Streams.
- C. It should be checked in Data Stream C
- D. It should be checked in Data Stream A

Answer: C

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 # 23
After uploading a standard file into Marketing Cloud intelligence via total Connect, you noticed that the number of rows uploaded (to the specific data stream) is NOT equal to the number of rows present in the source file. What are two resource that may cause this gap?

- A. The file does not contain any measurements (dimension only)
- B. The source file does not contain the media Buy entity
- C. Main entity is not mapped
- D. All mapped Measurements for a given row have values equal to zero

Answer: C,D

Explanation:
In Marketing Cloud Intelligence, discrepancies between the number of rows uploaded and the number of rows present in the source file can be caused by several factors. If all mapped measurements for a row are zero, that row may be excluded from the upload, as it does not contribute to the analytics. Additionally, if the main entity, which acts as the primary identifier for records, is not mapped, the system cannot correctly ingest the data as it lacks the necessary reference to organize and store the information.

NEW QUESTION # 24
Your client provided the following sources:
Source 1:
Source 2:
Source 3:
As can be seen, the Product values present in sources 2 and 3 are similar and can be linked with the first extraction from 'Media Buy Name' in source1 The end goal is to achieve a final view of Product Group alongside Clicks and Sign Ups, as described below:
Which two options will meet the client's requirement and enable the desired view?

- A. Custom Classification: 1
  Source 1: Custom Classification key will be populated with the extraction of the Media Buy Name.
  Source 2: 'Product' will be mapped to Custom Classification key and 'Product Group' to a Custom Classification level. Exam Timer Source 3: 'Product will be mapped to Custom Classification key. Came
- B. Overarching Entities:
  Source 1: custom classification key will be populated with the extraction of the Media Buy Name.
  Source 2: 'Product' will be mapped to Product field and 'Product Group' to Product Name.
  Source 3: 'Product' will be mapped to Product field.
- C. Parent Child:
  All sources will be uploaded to the same data stream type - Ads. The setup is the following:
  Source 1: Media Buy Key -- Media Buy Key, extracted product value - Media Buy Attribute.
  Source 2: Product - Media Buy Key, Product Group -- Media Buy Attribute.
  Source 3: Product - Media Buy Key.
- D. Harmonization Center:
  Patterns from sources 1 and 3 generate harmonized dimension 'Product'. Data Classification rule, using source 2, is applied on top of the harmonized dimension

Answer: A,D

Explanation:
To achieve a final view of Product Group alongside Clicks and Sign Ups, we should use:
Option A:
Custom Classification: By using a Custom Classification key populated with the extraction of the Media Buy Name in Source 1, we can then map 'Product' in Source 2 to this key and 'Product Group' to a Custom Classification level. This will allow for grouping and analysis by Product Group, as well as enable the desired view to be created.
Option D:
Harmonization Center: With patterns from Sources 1 and 3, we can create a harmonized dimension 'Product'. Then, by applying a Data Classification rule using Source 2, we can enhance the harmonized dimension. This allows us to align 'Product Group' with the 'Product' from Sources 1 and 3, facilitating an integrated view of Clicks and Sign Ups by Product Group.

NEW QUESTION # 25
Which three statements accurately describe the different data stream types in Marketing Cloud intelligence?

- A. All data stream types share at least one mutual measurement
- B. All data stream types consist of at least one entity
- C. Each data stream type has Its own main entity
- D. Each data stream type has its own set of measurements
- E. Every data stream type includes the Medio Buy entity

Answer: B,C,D

Explanation:
In Marketing Cloud Intelligence, data stream types are templates that define how data should be structured within the system. Each data stream type:
B . Includes at least one entity, which is a fundamental component of the data stream and represents a collection of related data points.
D . Has its own main entity, which is the primary focus of that particular data stream type and serves as the central point of reference for the associated data.
E . Contains its own unique set of measurements that are specific to the type of data being captured within that stream. These measurements represent quantitative data that can be analyzed within the context of the main entity and other dimensions present in the data stream.
A is incorrect because not every data stream type includes the Media Buy entity-this is specific to certain types of advertising data streams. C is incorrect because not all data stream types share at least one mutual measurement; measurements are typically unique to the data stream's focus and purpose.

NEW QUESTION # 26
The following file was uploaded into Marketing Cloud Intelligence as a Generic Data Stream type:
The mapping is as follows:
Day - Day
web_site_key -> Main Generic Entity Key
web_site_name -> Main Generic Entity Name
Web_site_source -> Main Generic Entity Attribute 01
Page Views - Generic Metric 1
How many rows will be stored in Marketing Cloud Intelligence after the above file is ingested?

- A. 0
- B. 1
- C. 2
- D. 3

Answer: D

Explanation:
With the uploaded file mapped as a Generic Data Stream type, the unique identifier for a row is the combination of 'Day', 'web_site_key', 'web_site_name', and 'Web_site_source'. As 'Day' is mapped to 'Day', 'web_site_key' to 'Main Generic Entity Key', 'web_site_name' to 'Main Generic Entity Name', and 'Web_site_source' to 'Main Generic Entity Attribute 01', each unique combination of these fields will constitute a separate row.
The provided file has 4 unique combinations of 'Day', 'web_site_key', 'web_site_name', and 'Web_site_source', as each line has a

unique 'web_site_key' and 'web_site_name'. Consequently, Marketing Cloud Intelligence will store 4 rows, one for each unique combination.

NEW QUESTION # 27

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