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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q24-Q29):

NEW QUESTION # 24

An implementation engineer is requested to create the harmonization field - Magician This field should come from multiple Twitter Ads data streams, and should follow the below logic:



Using the Harmonization Center, the engineer created a single Pattern for Campaign Name. What other action should the engineer take to meet the requirements?

- A. Create a second Pattern for Media Buy Name and add a validation list (with the two values) for the final Harmonized Dimension.
- **B. Create a second Pattern for Media Buy Name and apply two Classification Rules (one for 'Messi' and another for Ronaldo') for the final Harmonized Dimension.**
- C. Create a second Pattern for Media Buy Name and apply a Classification Rule (with the two values) for the final Harmonized Dimension
- D. Create a second Pattern for Media Buy Name

Answer: B

Explanation:

For the field 'Magician', the engineer is required to follow a logic that extracts a value from 'Campaign Name' and checks against a validation list for specific values ('Messi' or 'Ronaldo'). If those values are not found, it should instead extract from 'Media Buy Name'. To accomplish this, the engineer should:

Use the created Pattern for 'Campaign Name'.

Create a second Pattern for 'Media Buy Name' to capture the fallback values.

Apply two Classification Rules to the Harmonized Dimension: one for the value 'Messi' and another for 'Ronaldo'. This is to check the extracted 'Campaign Name' against these specific values.

These steps ensure that the 'Magician' field will be populated with the correct values from the respective data streams following the specified logic.

NEW QUESTION # 25

A client would like to integrate the following two sources:

Google Campaign Manager:

Day	Media Buy Key	Media Buy Name	Campaign Key	Site Key	Creative Name	Impressions
02/02/2021	MBK1	Name1	Camp A	Site A	CreativeAA	5
02/02/2021	MBK1	Name1	Camp A	Site A	CreativeBB	20
02/02/2021	MBK2	Name2	Camp B	Site B	CreativeAA	15
02/02/2021	MBK3	Name3	Camp C	Site C	CreativeAA	50

IAS:

Day	Media Buy Key	Media Buy Type	Analyzed Impressions
02/02/2021	MBK1	Type1	13
02/02/2021	MBK2	Type2	9
02/02/2021	MBK3	Type3	34

After configuring a Parent-Child relationship between the files, which query should an implementation engineer run in order to QA the setup?

- A. Media Buy Name, Impressions
- B. Creative Name, Impressions, Analyzed Impressions
- C. Media Buy Type, Analyzed Impressions
- **D. Media Buy Type, Media Buy Name, Impressions, Analyzed Impressions**

Answer: D

Explanation:

To QA the Parent-Child relationship setup between Google Campaign Manager and IAS data sources, it is essential to query fields that are common to both sources and that are relevant to the relationship. 'Media Buy Type' and 'Media Buy Name' are common identifiers between the two datasets. 'Impressions' from the Google Campaign Manager and 'Analyzed Impressions' from the IAS data are the metrics that should be compared to ensure they match or correlate as expected due to the Parent-Child relationship. The QA process involves checking that the data is correctly aligned and that the metrics from the parent source (Google Campaign Manager) are properly related to the metrics from the child source (IAS). Reference: Salesforce Marketing Cloud Intelligence documentation on data integration, Parent-Child relationships, and QA procedures for data setup.

NEW QUESTION # 26

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.

Opportunity File		
Day	Opportunity Key	Opportunity Stage
06-Jan	123AA01	Interest
06-Jan	123AA02	Interest
06-Jan	123AA03	Interest
08-Jan	123AA01	Confirmed Interest
09-Jan	123AA02	Confirmed Interest
10-Jan	123AA01	Registered
10-Jan	123AA02	Registered
14-Jan	123AA02	Rejected
14-Jan	123AA01	Closed

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 # 27

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:

Day	Media Buy Key	Media Buy Name	Campaign Key	Site Key	Creative Name	In view Impressions
02/02/2021	MBK1	Name1	Camp A	Site A	Creative#Red	5
02/02/2021	MBK1	Name1	Camp A	Site A	Creative#Green	20
02/02/2021	MBK2	Name2	Camp B	Site B	Creative#White	15
02/02/2021	MBK3	Name3	Camp C	Site C	Creative#White	50

The client performed the below standard mapping:

Field	Mapped To
Media Buy Key	Media Buy Key
Media Buy Name	Media Buy Name
Campaign Key	Campaign Key
Site Key	Site Key
Creative Name	Creative Name

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:

Day	Media Buy Key	Media Buy Name	Color	In view Impressions
02/02/2021	MBK1	Name1	Red	25
02/02/2021	MBK2	Name2	White	15
02/02/2021	MBK3	Name3	White	50

- A. An EXTRACT formula (for Color) was written and mapped to a Media Buy custom attribute.
- B. A Harmonized dimension was created via a pattern over the Creative Name.
- **C. An EXTRACT formula (for Color) was written and mapped to a Creative custom attribute.**
- D. A calculated dimension was created with the formula: EXTRACT([Creative_Name], #1)

Answer: C

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 # 28

An implementation engineer has been provided with 4 different source files: 03m 16s

1. Twitter Ads
2. Creative Classification
3. Placement Classification
4. Campaign Category Classification

The main source is Twitter Ads (which includes various fields and KPIs), and the rest are classification files that connect to Twitter Ads and enrich different fields within it.

The connections between the files are described as follows:

1st Party Creative Classification

File structure/headers:

Creative ID	1st Party Creative Image	1st Party Creative Group
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Creative ID - links back to Creative Key (Twitter Ads)

1st Party Placement Classification &

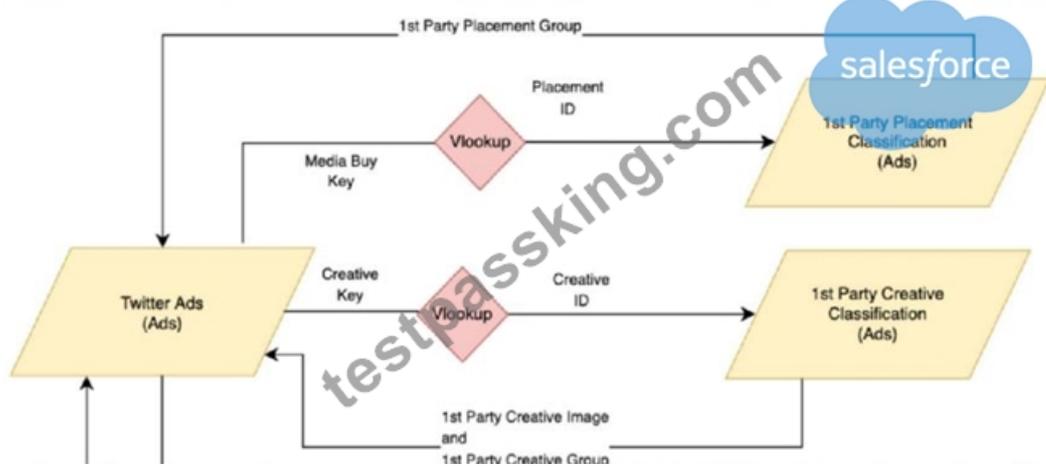
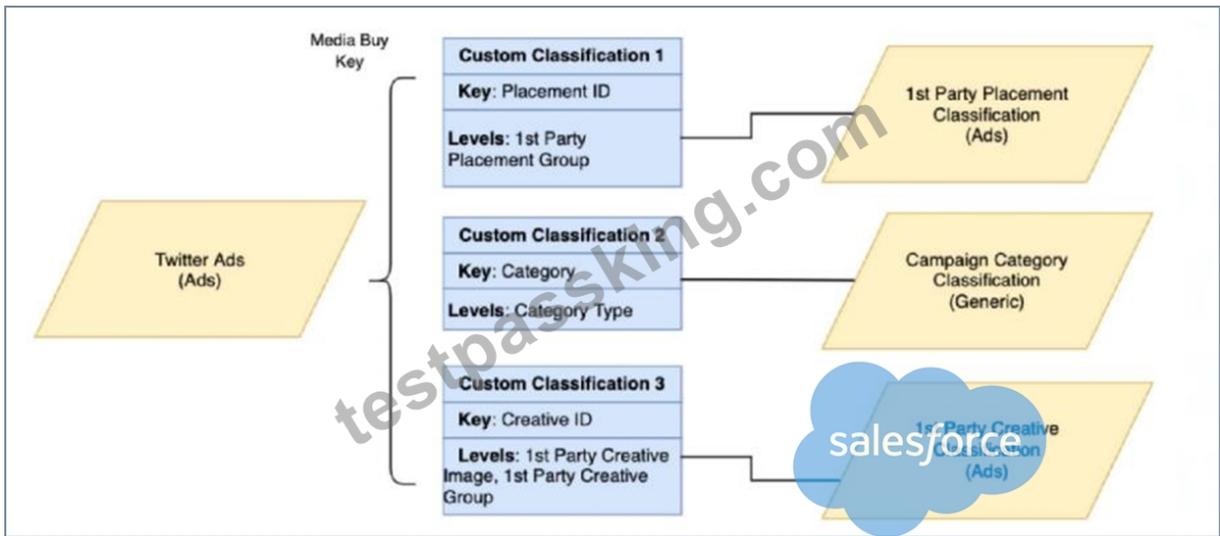
File structure/headers:

Placement ID	1st Party Placement Group
--------------	---------------------------

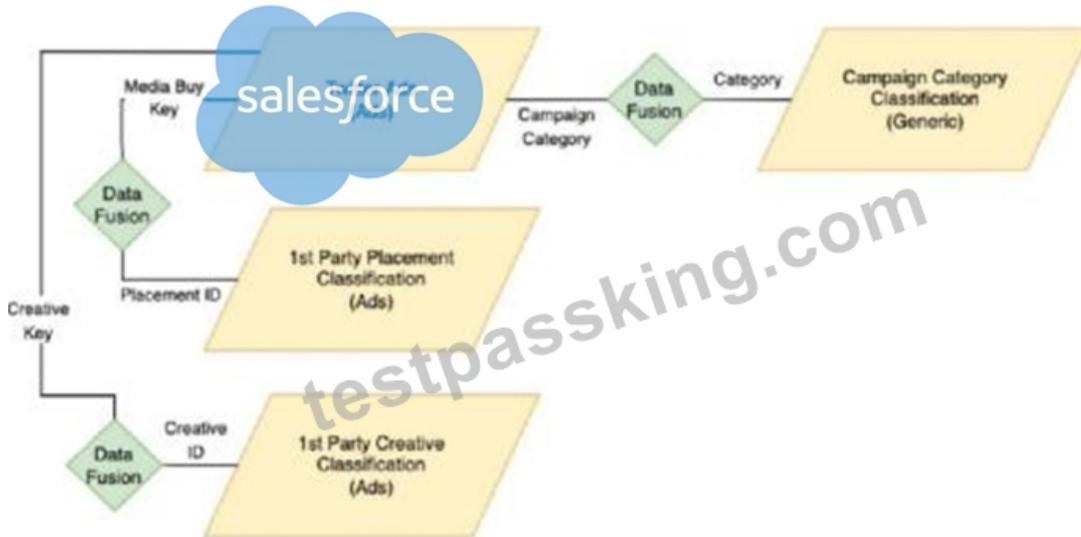
Category - links back to Campaign Category (Twitter Ads)

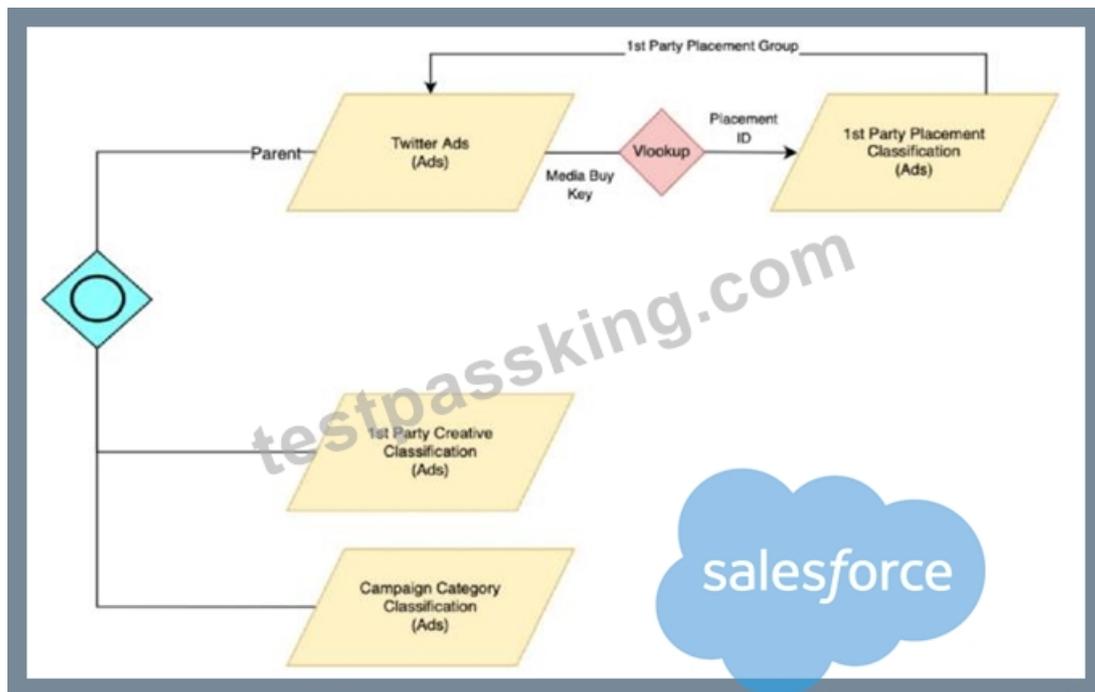
Which proposed solution meets the client's requirements for the above use case?

- A.



- B.
- C.





- D.

Answer: B

Explanation:

For the given use case, where the Twitter Ads data stream needs to be enriched with classifications from three other sources, the correct implementation would involve creating links between the various fields across these files.

Option A is correct because it shows the correct usage of the fields from the classification files:

"Creative ID" in the Creative Classification file is linked to the "Creative Key" in the Twitter Ads data, allowing for enrichment with creative details.

"Placement ID" in the Placement Classification file is linked to a corresponding field in the Twitter Ads data, allowing for placement details to be added.

"Category" in the Campaign Category Classification file is linked back to "Campaign Category" in the Twitter Ads data, thus enriching the campaign data with the correct categories.

This configuration correctly uses VLOOKUP to enrich the Twitter Ads data stream with additional details from the classification files, aligning with best practices for data integration and enrichment in Marketing Cloud Intelligence.

NEW QUESTION # 29

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