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## Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q39-Q44):

### NEW QUESTION # 39

The following file was uploaded into Marketing Cloud Intelligence as a generic dataset type:

The mapping is as follows:

Day - Day

Web\_site\_source - Main Generic Entity Attribute 01

Page Views - Generic Metric 1

\*Note that 'web\_site\_key' and 'web\_site\_name' are NOT mapped.

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: B**

Explanation:

In Marketing Cloud Intelligence, when a file is uploaded as a generic dataset type and mapped accordingly, each unique combination of the mapped fields results in a separate row in the database. The file in question has been mapped with 'Day' to 'Day', 'Web\_site\_source' to 'Main Generic Entity Attribute 01', and 'Page Views' to 'Generic Metric 1'. The 'web\_site\_key' and 'web\_site\_name' are not mapped and thus, won't affect the row count.

Since there are 4 unique combinations of the mapped fields in the uploaded file (each day and source combination is unique), Marketing Cloud Intelligence will store 4 rows after ingestion, corresponding to each unique combination of 'Day' and 'Web\_site\_source'.

### NEW QUESTION # 40

Which three entities and/or functions can be used in an expression when building a calculated dimension?

- A. Calculated dimensions
- B. The VLOOKUP function
- **C. Mapped measurements**
- **D. The EXTRACT function**
- **E. Mapped dimensions**

**Answer: C,D,E**

Explanation:

Calculated dimensions (D) and the VLOOKUP function (A) are not typically used within the expression for a calculated dimension. Calculated dimensions are usually an output, not an input, and VLOOKUP is a function typically used to enrich or connect data, not within the definition of a calculated dimension itself.

Explanation:

In the context of Marketing Cloud Intelligence, when building a calculated dimension, you can typically use:

- B). Mapped dimensions: These are dimensions that have been brought into Marketing Cloud Intelligence through the data integration process and have been mapped to a known schema or model.
- C). The EXTRACT function: This function can be used to dynamically create dimensions by extracting values from a mapped dimension or measurement.
- E). Mapped measurements: Similar to mapped dimensions, these are quantitative data points that have been integrated into the platform and can be referenced in calculations.

### NEW QUESTION # 41

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

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

**Answer: A**

Explanation:

Typically, 'Campaign Key' is a unique identifier for a specific marketing campaign, while 'Media Buy Key' refers to the purchases of advertising space associated with that campaign. A campaign can have multiple media buys, so the relationship is many-to-one, with many media buys (Media Buy Keys) associated with a single campaign (Campaign Key).

### NEW QUESTION # 42

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

**Answer: A**

Explanation:

Filtering the pivot table on January 7th-11th, we see that the Opportunity Key 123AA01 appears on January 6th with the stage 'Interest' and then on January 10th with the stage 'Registered'. Even though the 'Interest' stage is not within the filtered dates, it is the initial stage of the opportunity, so it should be counted along with the 'Registered' stage which falls within the filter range.

### NEW QUESTION # 43

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
- B. Create a second Pattern for Media Buy Name and add a validation list (with the two values) for the final Harmonized Dimension.
- C. 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.
- D. Create a second Pattern for Media Buy Name and apply a Classification Rule (with the two values) for the final Harmonized Dimension

**Answer: C**

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 # 44

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