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## Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q61-Q66):

### NEW QUESTION # 61

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 - links back to Creative Key (Twitter Ads)

1st Party Placement Classification &

File structure/headers:

□ 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 # 62

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.

□ Which three advantages does a client gain from using Calculated Dimensions as the harmonization method for creating the Objective field?

- A. Performance (Performance when loading a dashboard page) should be optimized as the values of calculated dimensions are stored within the database.
- B. Processing - creation of Calculated Dimensions will ease the processing time of the data streams it relates to
- C. Scalability - future data streams that will follow similar logic will be automatically harmonized.
- D. Data model restrictions - Calculated Dimensions do not need to adhere to Marketing Cloud Intelligence's data model
- E. Ease of Maintenance - the logic is written and populated in one centralized place

**Answer: A,C,E**

Explanation:

Scalability: Using Calculated Dimensions allows the client to apply the same harmonization logic to future data streams, ensuring consistency and reducing the need for individual adjustments.

Ease of Maintenance: With the logic centralized in Calculated Dimensions, any adjustments or updates are applied in one place, simplifying ongoing management.

Performance: Calculated Dimensions can improve dashboard performance because their values are pre-computed and stored, reducing the need for real-time calculations when loading dashboards.

### NEW QUESTION # 63

What are unstable measurements?

- A. Measurements for which Aggregation Settings are set as 'Auto' and Granularity is set as 'None'.
- B. Measurements for which Aggregation Settings are set as 'Not Auto' and Granularity is set as 'Not Empty'.
- **C. Measurements for which Aggregation Settings are set as 'Not Auto' and Granularity is set as 'None'.**
- D. Measurements that are set with the LIFETIME aggregation function

**Answer: C**

Explanation:

Unstable measurements refer to metrics that are not aggregated in a standard manner across different grains of data, which can result in inconsistent or unpredictable results when reporting across different dimensions or time frames.

Option C describes a scenario where measurements have manual (Not Auto) aggregation settings, meaning they do not automatically adjust to the aggregation level of the report. Combined with a Granularity setting of 'None', this can lead to instability because the metric isn't bound to a specific granularity, which can cause data inconsistencies or misinterpretations when analyzed at varying levels of detail.

### NEW QUESTION # 64

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. Interest & Registered**
- D. Registered
- E. Confirmed Interest

**Answer: C**

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 # 65

A client provides the following two data streams:

Data Stream 1:

The client would like to use a VLOOKUP formula to calculate the Cost per Campaign Advertiser on January 1st 2020.

Which mapping options should the client apply to obtain the expected result?

- A.
- B.
- **C.**
- D.

**Answer: C**



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