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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q36-Q41):

NEW QUESTION # 36

Your client would like to create a new harmonization field - Exam Topic.

The below table represents the harmonization logic from each source.

	Source A (Ads)	Source B (Messaging)	Source C (Ads)
Exam ID	2nd position of Media Buy Key	1st position of Message Serid Name	3rd position of Campaign Name
Exam Topic	3rd position of Media Buy Type	---	6th position of Campaign Category
Unique Measurement	Cost	Email Sends	Video Views

As can be seen from the table, there are in fact two fields that hold a certain connection: Exam ID and Exam Topic. The connection indicates that where an Exam ID is found - a single Exam Topic value is associated with it.

The client has a requirement to be able to view measurements from all data sources sliced by Exam Topic values, as seen in the following example:

Exam Topic	Cost	Email Sent	Video Views
Math	10	100	90
Literature	50	900	123

The client suggested to create, without any mapping manipulations, several patterns via the harmonization center that will generate two Harmonized Dimensions:

Exam ID

Exam Topic

Given the above information, which statement is correct regarding the ability to implement this request with the above suggestion?

- A. The Harmonized field for Exam ID is redundant. One Harmonized dimension for Exam Topic is enough for a sustainable and working solution
- B. The solution will work - the client will be able to view Exam Topic with Email Sends.
- C. The above Patterns setup will not work for this use case.
- D. Only if 5 different Patterns are created, from 5 different fields - the solution will work.

Answer: A

Explanation:

If the harmonization logic consistently associates a single Exam Topic with each Exam ID across all data sources, then creating two harmonized dimensions may be unnecessary. One harmonized dimension for Exam Topic would suffice because it inherently carries the Exam ID's uniqueness within it. The harmonized dimension for Exam Topic would allow the client to slice the data by Exam Topic values, fulfilling the requirement.

NEW QUESTION # 37

A client has integrated the following files:

File A:

date	employee_id	employee_name	tasks_completed
01/08/2019	emp_1	Jon Stons	3
01/08/2019	emp_2		2
01/08/2019	emp_3	Jon Bones	4

File B:

date	employee_id	employee_name	squad	tasks_assigned
15/08/2019	emp_1	Jon Stons	Sales	10
15/08/2019	emp_2	Jon Jones	R&D	15
15/08/2019	emp_3	Jon Bones	Support	13

The client would like to link the two files in order to view the two KPIs ('Tasks Completed' and 'Tasks Assigned') alongside 'Employee Name' and/or 'Squad'.

The client set the following properties:

+ File A is set as the Parent data stream

- * Both files were uploaded to a generic data stream type.
 - * Override Media Buy Hierarchies is checked for file A.
 - * The 'Data Updates Permissions' set for file B is 'Update Attributes and Hierarchy'.
- When filtering on the entire date range (1-30/8), and querying employee ID, Name and Squad with the two measurements - what will the result look like?

- A.

employee_id	employee_name	squad	tasks_completed	tasks_assigned
emp_1	Jon Stons		3	10
emp_2	Jon Jones		2	15
emp_3	Jon Bones		4	13
- B.

employee_id	employee_name	squad	tasks_completed	tasks_assigned
emp_1	Jon Stons	Sales	3	10
emp_2	Jon Jones	R&D	2	15
emp_3	Jon Bones	Support	4	13
- C.

employee_id	employee_name	squad	tasks_completed	tasks_assigned
emp_1	Jon Stons	Sales	3	10
emp_2	Jon Jones	R&D	2	15
emp_3	Jon Bones	Support	4	13
- D.

employee_id	employee_name	squad	tasks_completed	tasks_assigned
emp_1	Jon Stons		3	-
emp_2	Jon Jones		2	-
emp_3	Jon Bones		4	-

Answer: B

Explanation:

In Marketing Cloud Intelligence, when linking two data streams, the parent data stream (File A) provides the main structure. Since 'Override Media Buy Hierarchies' is checked for File A, the hierarchies from File B will be aligned with File A. Given 'Data Updates Permissions' set for file B as 'Update Attributes and Hierarchy', this means that attributes and hierarchy will be updated in the parent file based on the child file (File B), but the child file's metrics won't be associated with the parent file's date.

Hence, when filtering on the entire date range (1-30/8), the resulting view will align with the structure of the parent data stream, showing the KPIs ('Tasks Completed' from File A and 'Tasks Assigned' from File B) alongside the employee names and squads from the respective files. Since the employee IDs align, the data can be linked properly. However, since the dates do not align (File A data is from 01/08/2019 and File B from 15/08/2019), only attributes from File B will be updated without date association. The result will look like Option C, where the employee names are corrected based on File B's data, the squads are added from File B, and the tasks_completed and tasks_assigned are displayed from their respective files. The tasks_assigned from File B are shown without date association as File B's date doesn't match with File A's.

NEW QUESTION # 38

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. A calculated dimension was created with the formula: EXTRACT([Creative_Name], #1)
- 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. An EXTRACT formula (for Color) was written and mapped to a Media Buy custom attribute.

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 # 39

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. Every data stream type includes the Media Buy entity
- **C. Each data stream type has Its own main entity**
- **D. Each data stream type has its own set of measurements**
- **E. All data stream types consist of at least one entity**

Answer: C,D,E

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 # 40

Your client is interested in ingested the below file to a new generic data stream type:

Date	Meeting Code	Room Number	Number of Topics
01/01/2021	MT01	32	3
01/01/2021	MT01	12	5
01/01/2021	MT03	8	4
01/01/2021	MT04	44	8

The field 'Meeting Code' was mapped to the main entity key. 'How should the 'Room Number' be mapped?'

- A. A separate entity key
- B. A custom metric and set aggregation to SUM
- **C. An attribute of 'Meeting Code'**
- D. A custom metric and set aggregation to AUTO

Answer: C

Explanation:

In Marketing Cloud Intelligence, when a field is mapped to the main entity key, other related fields should be mapped as attributes of that key if they provide additional descriptors or details. Since 'Room Number' is related to 'Meeting Code', it would be an attribute of the 'Meeting Code' entity, providing additional context to the meetings without serving as a metric or a separate entity key.

NEW QUESTION # 41

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