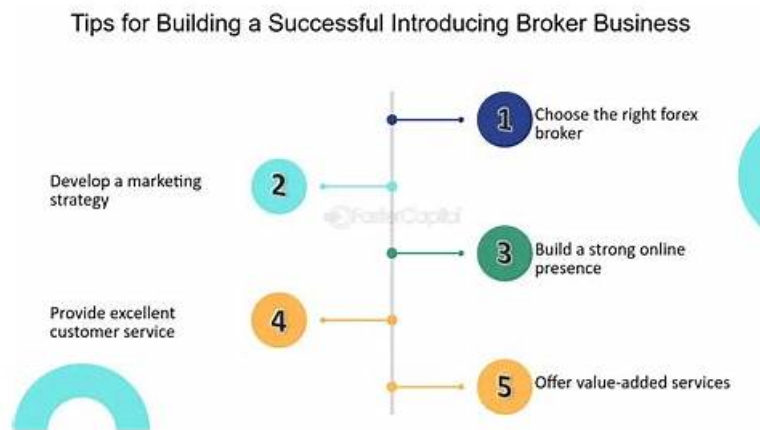


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## Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q13-Q18):

### NEW QUESTION # 13

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: C**

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 # 14

What are two potential reasons for performance issues (when loading a dashboard) when using the CRM data stream type?

- A. The data is stored at the workspace level.
- B. No mappable measurements - all measurements are calculated
- C. Pacing - daily rows are being created for every lead and opportunity keys
- D. When a data stream type "CRM - Leads" is created, another complementary "CRM - Opportunity" is created automatically.

**Answer: B,C**

#### NEW QUESTION # 15

Client has provided sample files of their data from the following data sources:

Google Campaign Manager

□ Below are the requirements from the client and additional information:

\* The sources are linked to each other by shared Media Buy names.

\* In addition to the mutual Media Buys, the sources contain campaign and site values. However, the client would like to see the campaign/site values coming from Google CM and not from Google DV360.

\* The source of truth for cost is Google DV360.

As a first step, a Parent-Child relationship was created between the two files, and the following mapping was performed, within both data streams:

□ Please note:

\* All other measurements were mapped as well to the appropriate fields.

\* No other mapping manipulations or formulas were implemented.

How many records will the merged table hold?

- A. 0
- B. 1
- C. 2
- D. Depends on the Data Updates Permissions

**Answer: A**

Explanation:

Since the data sources are linked by shared Media Buy names and all other measurements are mapped to appropriate fields without additional manipulations, each unique Media Buy Name from Google DV360 will pair with its corresponding Media Buy Name in Google Campaign Manager. The number of records in the merged table will equal the number of unique Media Buy Names in Google DV360, provided there is a matching name in Google Campaign Manager. The sample shows 4 unique Media Buy Names in Google DV360, thus resulting in 4 records.

#### NEW QUESTION # 16

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.
- \* Data Stream C was set as a 'Parent', and the 'Override Media Buy Hierarchy' checkbox is checked. What should the Data Updates Permissions be set to for Data Stream B?

- A. Inherit Attributes and Hierarchies
- **B. Update Attributes and Hierarchies**
- C. Update Attributes
- D. There is no difference, all permissions will have a similar effect given the scenario.

**Answer: B**

Explanation:

With Data Stream C set as the 'Parent' and 'Override Media Buy Hierarchy' checked:

The appropriate setting for Data Stream B would be 'Update Attributes and Hierarchies'. This setting will ensure that the hierarchy and attributes from the parent data stream (C) are updated based on the child data stream (B) without overwriting the measurement data that the parent is the source of truth for.

The 'Override Media Buy Hierarchy' option checked indicates that the hierarchy of the parent is to be considered as the main one, but the attributes and hierarchy can still be updated from the child data stream, which aligns with option B.

#### NEW QUESTION # 17

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.

When harmonizing the Objective field from within the data stream mapping, which advantage is gained?

- **A. Ease of Maintenance**
- B. Ease of Setup
- C. Scalability
- D. Performance (Performance when loading a dashboard page)

**Answer: A**

Explanation:

By harmonizing the Objective field within data stream mapping, an organization can benefit from:

Ease of Maintenance: Harmonization allows for consistent naming conventions across different data sources and streams. This means when business logic or naming conventions change, updates can be made in one place and consistently applied across all data streams. It also reduces the complexity of managing multiple streams and ensures data consistency, which is vital for accurate reporting and analysis.

#### NEW QUESTION # 18

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