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Salesforce Marketing Cloud Consultant Exam Syllabus

Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> Understand available Data Types (Person, and Template Objects when building a Data Extension Importation of a System into a Database of Record
Topic 2	<ul style="list-style-type: none"> Associate How User Contact will Drive One to One Messaging at a Contact Explain the Purpose of Warming and Make a Recommendation based on Customer Needs

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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q57-Q62):

NEW QUESTION # 57

After uploading a standard file into Marketing Cloud intelligence via total Connect, you noticed that the number of rows uploaded (to the specific data stream) is NOT equal to the number of rows present in the source file. What are two resource that may cause this gap?

- A. All mapped Measurements for a given row have values equal to zero
- B. The source file does not contain the media Buy entity
- C. The file does not contain any measurements (dimension only)
- D. Main entity is not mapped

Answer: A,D

Explanation:

In Marketing Cloud Intelligence, discrepancies between the number of rows uploaded and the number of rows present in the source file can be caused by several factors. If all mapped measurements for a row are zero, that row may be excluded from the upload, as it does not contribute to the analytics. Additionally, if the main entity, which acts as the primary identifier for records, is not mapped, the system cannot correctly ingest the data as it lacks the necessary reference to organize and store the information.

NEW QUESTION # 58

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 Send 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	23

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 above Patterns setup will not work for this use case.
- C. Only if 5 different Patterns are created, from 5 different fields - the solution will work.
- D. The solution will work - the client will be able to view Exam Topic with Email Sends.

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 # 59

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

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

Answer: A,B

NEW QUESTION # 60

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

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

Answer: A,B

Explanation:

For performance issues when loading a dashboard using CRM data stream type:

Pacing can create performance issues because daily rows for every lead and opportunity key can result in a very large number of rows, increasing load times.

Having only calculated measurements means there are no direct, mappable values to query against, which can increase the computational load and affect performance.

NEW QUESTION # 61

The following file was uploaded into Marketing Cloud Intelligence as a Generic Data Stream type:

Day	web_site_key	web_site_name	web_site_source	Page Views
01/01/2021	site_key1	site_name1	fb_inst	100
01/01/2021	site_key1	site_name1	referral	200
01/01/2021	site_key2	site_name2	twitter	300
01/01/2021	site_key3	site_name3	fb_inst	400

The mapping is as follows:

Day - Day

web_site_key -> Main Generic Entity Key

web_site_name -> Main Generic Entity Name

Web_site_source -> Main Generic Entity Attribute 01

Page Views - Generic Metric 1

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: A

Explanation:

With the uploaded file mapped as a Generic Data Stream type, the unique identifier for a row is the combination of 'Day', 'web_site_key', 'web_site_name', and 'Web_site_source'. As 'Day' is mapped to 'Day', 'web_site_key' to 'Main Generic Entity Key', 'web_site_name' to 'Main Generic Entity Name', and 'Web_site_source' to 'Main Generic Entity Attribute 01', each unique combination of these fields will constitute a separate row.

The provided file has 4 unique combinations of 'Day', 'web_site_key', 'web_site_name', and 'Web_site_source', as each line has a unique 'web_site_key' and 'web_site_name'. Consequently, Marketing Cloud Intelligence will store 4 rows, one for each unique combination.

NEW QUESTION # 62

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