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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q46-Q51):

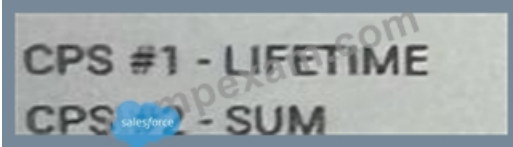
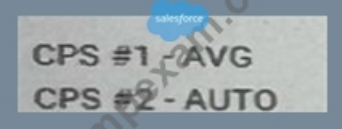
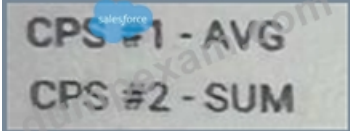
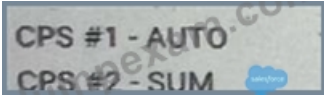
NEW QUESTION # 46

A client created a new KPI: CPS (Cost per Sign-up).

The new KIP is mapped within the data stream mapping, and is populated with the following logic: (Media Cost) / Sign-ups) As can be seen in the table below, CPS was created twice and was set with two different aggregations:

Campaign name	Media Buy Key	Media Cost	Sign-ups	CPS #1	CPS #2
ATR	35462	\$2.00	11	\$0.18	\$0.18
ATR	33311	\$1.00	4	\$0.25	\$0.25
Total			15	\$0.20	\$0.43

From looking at the table, what are the aggregation settings for each one of the newly created KPIs?

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

Answer: D

Explanation:

The KPI CPS (Cost per Sign-up) would be calculated by dividing the 'Media Cost' by 'Sign-ups'. The table indicates that CPS is set with two different aggregations. In option C, CPS #1 is set to 'AUTO', which allows the system to decide the best aggregation method based on the context. CPS #2 is set to 'SUM', which indicates that the individual costs per sign-up are summed up across multiple records to provide a total cost per sign-up.

NEW QUESTION # 47

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.

Data Source Name	Number of Data Streams	Harmonization Field	Harmonization Logic
Facebook Ads	75	Objective	Code found in the 2nd position of Media Buy Name following logic is applied: If code = "awa" → "Awareness" If code = "trg" → "Retargeting" If code = "crv" → "Conversion" Else → Return the extraction
Google Ads	15	Objective	Extract from 2nd position in Campaign Name
Google CM	1	Objective	Extract from 1st position in Media Buy Name
LinkedIn Ads	10	Objective	Return "N/A"

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. Data model restrictions - Calculated Dimensions do not need to adhere to Marketing Cloud Intelligence's data model
- D. Scalability - future data streams that will follow similar logic will be automatically harmonized.
- E. Ease of Maintenance - the logic is written and populated in one centralized place

Answer: A,D,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 # 48

What is a disadvantage of using a Vlookup formula?

- A. It allows classifying data only on a basis of mutual entity keys.
- B. It cannot be used more than once from the same data stream.
- C. Can return values only from the same data stream type
- D. Could extend processing time of data streams.

Answer: D

Explanation:

The use of VLOOKUP formulas can increase the processing time of data streams because it requires a lookup operation for each row in the data set. When large volumes of data are involved, or when multiple VLOOKUPS are used, this can significantly impact processing time due to the complexity and computational requirements of matching and retrieving the data.

NEW QUESTION # 49

An implementation engineer has been asked by a client for assistance with the following problem:
The below dataset was ingested:

Day	Campaign Key	Campaign Category	Clicks
02/02/2021	Camp A	Type1	2
03/02/2021	Camp B	Type1	6
04/02/2021	Camp C	Type3	4

However, when performing QA and querying a pivot table with Campaign Category and Clicks, the value for 'Type1' is 4. What could be the reason for this discrepancy?

- A. A mapping formula was populated, indicating not to bring Type1 values.
- B. The measurement 'Clicks' is set as a percentage.
- C. The aggregation function is set as LIFETIME
- **D. The aggregation function is set as AVG**

Answer: D

Explanation:

The discrepancy of 'Clicks' being reported as 4 for 'Type1' when the sum of clicks in the dataset for 'Type1' is 8 (2 on 02/02/2021 and 6 on 03/02/2021) suggests that the aggregation function used in the pivot table is set to average (AVG) rather than sum. Salesforce Marketing Cloud Intelligence allows setting different aggregation functions for metrics, and setting it to average would result in such a discrepancy when more than one entry for the same type exists. Reference: Salesforce Marketing Cloud Intelligence documentation on custom measurements and data aggregations explains how to set and understand different aggregation functions.

NEW QUESTION # 50

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.

Data Source Name	Number of Data Streams	Harmonization Field	Harmonization Logic
Facebook Ads	75	Objective	Code found in the 2nd position of Media Buy Name. The following logic is applied: If code = "awa" → "Awareness" If code = "trg" → "Retargeting" If code = "crv" → "Conversion" Else → Return the extract
Google Ads	15	Objective	Extract from 2nd position in Campaign Name
Google CM	1	Objective	Extract from 1st position in Media Buy Name
LinkedIn Ads	10	Objective	Return "N/A"

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

- A. Performance (Performance when loading a dashboard page)
- B. Scalability

- C. Ease of Maintenance
- D. Ease of Setup

Answer: C

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 # 51

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