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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q41-Q46):

NEW QUESTION # 41

A client has integrated the following files:

File A:

File B:

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.
- B.
- C.
- D.

Answer: A

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 # 42

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" - Main Generic Entity Attribute

"Opportunity Count" - Generic Custom Metric

A pivot table was created to present the count of opportunities in each stage. The pivot table is filtered on Jan 11th. What is the number of opportunities in the Confirmed Interest stage?

- A. 0
- B. 1
- C. 2
- D. 3

Answer: D

Explanation:

Based on the data provided and the date filter set to January 11th, there are no records for 'Confirmed Interest' on that specific date in the Opportunity file. Thus, the number of opportunities in the 'Confirmed Interest' stage for January 11th would be zero (0). In Salesforce Marketing Cloud Intelligence, when creating pivot tables, the data is aggregated based on the selected filters. If no records meet the filter criteria, the result for that category would be zero. The answer is supported by best practices in data analysis and reporting within Salesforce Marketing Cloud Intelligence, where date filters are applied to segment and analyze data.

NEW QUESTION # 43

What is the relationship between "Media Buy Key" and "Campaign Key"?

- A. One-to-one
- B. One-to-many (one Media Buy Key has many Campaign Keys)
- C. Many-to-many
- **D. Many-to-one (one Campaign Key has many Media Buy Keys)**

Answer: D

Explanation:

Typically, 'Campaign Key' is a unique identifier for a specific marketing campaign, while 'Media Buy Key' refers to the purchases of advertising space associated with that campaign. A campaign can have multiple media buys, so the relationship is many-to-one, with many media buys (Media Buy Keys) associated with a single campaign (Campaign Key).

NEW QUESTION # 44

Your client is interested in ingesting the below file:

□ The client decided to upload the file to a new generic data stream type and map 'Date' to 'Day' and 'Number of Topics' to a generic custom metric.

In regards to the fields 'Meeting Code' and 'Meeting Name', your client is debating several options.

Which two options would you recommend in order to avoid data loss?

- A. 'Meeting Code' will be mapped to 'Main Generic Entity custom attribute'.
'Meeting Name' will be mapped to 'Generic Entity Key'
- **B. 'Meeting Code' will be mapped to 'Main Generic Entity Key'.
'Meeting Name' will be mapped to 'Main Generic Entity custom attribute'.**
- C. 'Meeting Code' will be mapped to 'Main Generic Entity Attribute 1'.
'Meeting Name' will be mapped to 'Main Generic Entity Attribute 2'.
- **D. Concatenation of both 'Meeting Code' and 'Meeting Name' will be mapped to 'Main Generic Entity Key'.
'Meeting Code' will be mapped to 'Main Generic Entity Attribute 1'.**
- E. 'Meeting Code' will be mapped to 'Main Generic Entity Key'.
'Meeting Name' will be mapped to 'Generic Entity 2 Key'.

Answer: B,D

Explanation:

'Meeting Name' will be mapped to 'Main Generic Entity Attribute 2'.

Explanation:

To avoid data loss and ensure each meeting is uniquely identified and its details are preserved, two mappings are recommended:

Option A:

'Meeting Code' should be mapped to the 'Main Generic Entity Key' to uniquely identify each meeting.

'Meeting Name' should be mapped to a 'Main Generic Entity custom attribute' to store additional information about the meeting.

Option E:

Concatenation of 'Meeting Code' and 'Meeting Name' should be mapped to 'Main Generic Entity Key'. This ensures a unique identifier for each meeting is created combining both pieces of information, preventing any mix-ups between meetings with similar codes or names.

Additionally, mapping 'Meeting Code' and 'Meeting Name' to their respective 'Main Generic Entity Attribute' fields will allow for more detailed filtering and reporting capabilities within Marketing Cloud Intelligence.

NEW QUESTION # 45

An implementation engineer is requested to extract the second position of the Campaign Name values.

The Campaign values consist of multiple delimiter types, as can be seen in the following example:

Campaign Name: Ad15X2w&Delux_wal90

Desired value: Delux

Which three harmonization methods will achieve the desired outcome?

- A. Vlookup 0
- B. Data Fusion
- C. Calculated Dimensions
- D. Patterns
- E. Mapping formula

Answer: C,D,E

Explanation:

To extract specific elements from a string in Marketing Cloud Intelligence, such as the second position of a Campaign Name with multiple delimiters, several harmonization methods can be employed:

Calculated Dimensions: These allow for the creation of custom dimensions using expressions or formulas that manipulate existing data. A calculated dimension can be designed to parse and extract segments of a string based on delimiters.

Patterns: This method involves defining a pattern or regex (regular expression) that matches and isolates the desired portion of the string. Patterns are highly effective for strings with complex structures and varying delimiter types.

Mapping Formula: Similar to calculated dimensions, mapping formulas provide a way to apply a transformation or extraction rule to data fields directly within data streams, enabling targeted data extraction like the desired 'Delux' from the Campaign Name.

These methods enable the implementation engineer to accurately segment and extract the needed data from complex string fields efficiently.

NEW QUESTION # 46

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