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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q42-Q47):

NEW QUESTION # 42

An implementation engineer has been asked by a client for assistance with the following problem:

The below dataset was ingested:

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

Answer: A

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 # 43

A client would like to integrate the following two sources:

Google Campaign Manager:

IAS:

After configuring a Parent-Child relationship between the files, which query should an implementation engineer run in order to QA the setup?

- A. Creative Name, Impressions, Analyzed Impressions
- B. Media Buy Type, Media Buy Name, Impressions, Analyzed Impressions
- C. Media Buy Type, Analyzed Impressions
- D. Media Buy Name, Impressions

Answer: B

Explanation:

To QA the Parent-Child relationship setup between Google Campaign Manager and IAS data sources, it is essential to query fields that are common to both sources and that are relevant to the relationship. 'Media Buy Type' and 'Media Buy Name' are common identifiers between the two datasets. 'Impressions' from the Google Campaign Manager and 'Analyzed Impressions' from the IAS data are the metrics that should be compared to ensure they match or correlate as expected due to the Parent-Child relationship. The QA process involves checking that the data is correctly aligned and that the metrics from the parent source (Google Campaign Manager) are properly related to the metrics from the child source (IAS). Reference: Salesforce Marketing Cloud Intelligence documentation on data integration, Parent-Child relationships, and QA procedures for data setup.

NEW QUESTION # 44

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. Mapping formula
- B. Data Fusion
- C. Calculated Dimensions

- D. Patterns
- E. Vlookup 0

Answer: A,C,D

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 # 45

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.

Which three advantages does a client gain from using Calculated Dimensions as the harmonization method for creating the Objective field?

- A. Data model restrictions - Calculated Dimensions do not need to adhere to Marketing Cloud Intelligence's data model
- B. Scalability - future data streams that will follow similar logic will be automatically harmonized.
- C. Ease of Maintenance - the logic is written and populated in one centralized place
- D. Performance (Performance when loading a dashboard page) should be optimized as the values of calculated dimensions are stored within the database.
- E. Processing - creation of Calculated Dimensions will ease the processing time of the data streams it relates to

Answer: B,C,D

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 # 46

Your 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

Which action(s) are needed to take place in order to meet the client's requirement and set Google DV360 as the source of truth for Cost?

- A. Unmap 'Cost' in Google DV360
- B. Set Update Attributes and Hierarchies' as the Data updates Permissions for Google DV360
- C. Unmap 'Cost' in Google Campaign Manager
- D. Set 'Inherit Attributes and Hierarchies' as the Data updates Permissions for Google DV360

Answer: C

Explanation:

To set Google DV360 as the source of truth for cost:

The cost data from Google DV360 should be prioritized, which means ensuring that the 'Cost' field in Google Campaign Manager is not mapped or is mapped with less priority compared to Google DV360.

Given that DV360 is to be the source of truth, you do not want competing cost data from Campaign Manager. Unmapping 'Cost' in Google Campaign Manager prevents conflicting data between the two sources and upholds the integrity of the cost data coming from Google DV360.

NEW QUESTION # 47

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